

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Number of Households</b>	26,850		17,526		
<b>Population of Age 18 and Up</b>	48,908		36,209		
<b>Leisure Activities Personally Participated Past Year</b>					
Baking From Scratch	27,790	56.82%	18,905	52.21%	92
Billiards	4,852	9.92%	2,702	7.46%	75
Bird Watching	5,201	10.64%	3,931	10.86%	102
Camping	13,253	27.10%	9,730	26.87%	99
Collecting: Coins/Stamps	4,355	8.90%	3,295	9.10%	102
Crafts	12,086	24.71%	8,319	22.98%	93
Dancing	7,887	16.13%	6,162	17.02%	106
Sewing/Knitting	10,914	22.32%	8,912	24.61%	110
Entertaining At Home	21,916	44.81%	16,533	45.66%	102
Gardening	20,995	42.93%	17,744	49.00%	114
Genealogy/Family Tree	3,921	8.02%	2,622	7.24%	90
Gourmet Cooking	12,044	24.63%	9,146	25.26%	103
Photography	12,571	25.70%	10,587	29.24%	114
Woodworking: Building/Stripping/Refinishing/Staining	4,724	9.66%	2,815	7.78%	81
<b>Leisure Activities Participated Past Year - Frequency - 1-2 Times</b>					
Baking From Scratch	8,081	16.52%	5,187	14.32%	87
Billiards	4,048	8.28%	2,447	6.76%	82
Bird Watching	2,826	5.78%	1,899	5.25%	91
Camping	6,497	13.29%	5,159	14.25%	107
Collecting: Coins/Stamps	3,181	6.50%	2,340	6.46%	99
Crafts	4,738	9.69%	3,050	8.42%	87
Dancing	4,493	9.19%	3,668	10.13%	110
Sewing/Knitting	3,086	6.31%	2,919	8.06%	128
Entertaining At Home	6,676	13.65%	4,075	11.26%	82
Gardening	6,332	12.95%	5,494	15.17%	117
Genealogy/Family Tree	1,926	3.94%	982	2.71%	69
Gourmet Cooking	2,269	4.64%	1,481	4.09%	88
Photography	4,504	9.21%	2,774	7.66%	83
Woodworking: Building/Stripping/Refinishing/Staining	2,040	4.17%	866	2.39%	57
<b>Leisure Activities Participated Past Year - Frequency - 3-9 Times</b>					
Baking From Scratch	10,036	20.52%	6,604	18.24%	89
Billiards	69	0.14%	82	0.23%	164
Bird Watching	1,010	2.07%	724	2.00%	97
Camping	4,961	10.14%	3,596	9.93%	98
Collecting: Coins/Stamps	726	1.48%	613	1.69%	114
Crafts	3,504	7.17%	2,069	5.71%	80
Dancing	2,145	4.39%	1,839	5.08%	116
Sewing/Knitting	3,455	7.07%	2,580	7.12%	101
Entertaining At Home	9,752	19.94%	8,143	22.49%	113
Gardening	7,597	15.53%	6,152	16.99%	109
Genealogy/Family Tree	1,281	2.62%	1,015	2.80%	107

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Gourmet Cooking	3,432	7.02%	2,472	6.83%	97
Photography	4,541	9.28%	4,849	13.39%	144
Woodworking: Building/Stripping/Refinishing/Staining	1,422	2.91%	1,251	3.46%	119
<b>Leisure Activities Participated Past Year - Frequency - 10+ Times</b>					
Baking From Scratch	9,673	19.78%	7,115	19.65%	99
Billiards	736	1.50%	173	0.48%	32
Bird Watching	1,365	2.79%	1,307	3.61%	129
Camping	1,795	3.67%	975	2.69%	73
Collecting: Coins/Stamps	448	0.92%	343	0.95%	103
Crafts	3,843	7.86%	3,201	8.84%	112
Dancing	1,249	2.55%	655	1.81%	71
Sewing/Knitting	4,373	8.94%	3,413	9.43%	105
Entertaining At Home	5,488	11.22%	4,315	11.92%	106
Gardening	7,066	14.45%	6,098	16.84%	117
Genealogy/Family Tree	714	1.46%	625	1.73%	118
Gourmet Cooking	6,343	12.97%	5,193	14.34%	111
Photography	3,527	7.21%	2,964	8.19%	114
Woodworking: Building/Stripping/Refinishing/Staining	1,262	2.58%	699	1.93%	75
<b>Fitness Personally Participated Past Year</b>					
Aerobics	4,184	8.55%	3,203	8.85%	104
Exercise At Home	15,338	31.36%	11,485	31.72%	101
Health/Fitness Club	10,207	20.87%	8,795	24.29%	116
Jogging	6,443	13.17%	5,547	15.32%	116
Swimming	14,400	29.44%	11,059	30.54%	104
Walking/Hiking	24,680	50.46%	18,514	51.13%	101
Yoga/Pilates	5,584	11.42%	5,004	13.82%	121
<b>Fitness Participated Past Year - Frequency - 1-2 Times</b>					
Aerobics	854	1.75%	603	1.67%	95
Exercise At Home	4,431	9.06%	2,777	7.67%	85
Health/Fitness Club	2,308	4.72%	1,854	5.12%	108
Jogging	2,330	4.76%	1,374	3.79%	80
Swimming	4,927	10.07%	3,091	8.54%	85
Walking/Hiking	4,850	9.92%	2,681	7.41%	75
Yoga/Pilates	1,509	3.09%	956	2.64%	85
<b>Fitness Participated Past Year - Frequency - 3-9 Times</b>					
Aerobics	718	1.47%	972	2.68%	182
Exercise At Home	5,715	11.69%	3,848	10.63%	91
Health/Fitness Club	1,363	2.79%	1,783	4.92%	176
Jogging	1,302	2.66%	1,053	2.91%	109
Swimming	4,946	10.11%	3,640	10.05%	99
Walking/Hiking	4,935	10.09%	3,697	10.21%	101
Yoga/Pilates	2,168	4.43%	2,556	7.06%	159
<b>Fitness Participated Past Year - Frequency - 10+ Times</b>					
Aerobics	2,612	5.34%	1,628	4.50%	84

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Exercise At Home	5,191	10.62%	4,859	13.42%	126
Health/Fitness Club	6,536	13.36%	5,158	14.25%	107
Jogging	2,811	5.75%	3,121	8.62%	150
Swimming	4,528	9.26%	4,328	11.95%	129
Walking/Hiking	14,895	30.46%	12,135	33.51%	110
Yoga/Pilates	1,908	3.90%	1,493	4.12%	106
<b>Sports Personally Participated Past Year</b>					
Bowling	4,493	9.19%	2,738	7.56%	82
Golf	4,629	9.47%	4,209	11.62%	123
Tennis	2,532	5.18%	2,277	6.29%	121
Cross-Country Skiing	2,966	6.06%	3,123	8.63%	142
Downhill Skiing	4,062	8.31%	3,290	9.09%	109
Snowboarding	1,903	3.89%	1,463	4.04%	104
Snowmobiling	921	1.88%	472	1.30%	69
Ice Skating	2,603	5.32%	2,803	7.74%	145
In-Line Skating	1,011	2.07%	831	2.30%	111
Bicycle Riding	11,219	22.94%	9,404	25.97%	113
Motorcycling	2,562	5.24%	1,708	4.72%	90
Archery	997	2.04%	640	1.77%	87
Fishing	2,996	6.13%	2,483	6.86%	112
Hunting	2,049	4.19%	1,190	3.29%	79
<b>Sports Participated Past Year - Frequency - 1-2 Times</b>					
Bowling	2,529	5.17%	1,245	3.44%	67
Golf	2,521	5.16%	2,170	5.99%	116
Tennis	1,177	2.41%	867	2.40%	100
Cross-Country Skiing	967	1.98%	914	2.52%	127
Downhill Skiing	695	1.42%	581	1.60%	113
Snowboarding	1,799	3.68%	1,416	3.91%	106
Snowmobiling	690	1.41%	375	1.04%	74
Ice Skating	1,272	2.60%	1,321	3.65%	140
In-Line Skating	818	1.67%	675	1.87%	112
Bicycle Riding	3,462	7.08%	2,323	6.41%	91
Motorcycling	989	2.02%	751	2.08%	103
Archery	746	1.53%	478	1.32%	86
Fishing	1,720	3.52%	942	2.60%	74
Hunting	1,496	3.06%	640	1.77%	58
<b>Sports Participated Past Year - Frequency - 3-9 Times</b>					
Bowling	896	1.83%	613	1.69%	92
Golf	822	1.68%	883	2.44%	145
Tennis	915	1.87%	842	2.33%	125
Cross-Country Skiing	1,633	3.34%	1,876	5.18%	155
Downhill Skiing	1,717	3.51%	988	2.73%	78
Snowboarding	10	0.02%	2	0.00%	0
Snowmobiling	185	0.38%	77	0.21%	55

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Ice Skating	397	0.81%	407	1.12%	138
In-Line Skating	135	0.28%	114	0.32%	114
Bicycle Riding	2,668	5.46%	2,582	7.13%	131
Motorcycling	801	1.64%	536	1.48%	90
Archery	228	0.47%	143	0.39%	83
Fishing	1,041	2.13%	1,395	3.85%	181
Hunting	240	0.49%	165	0.46%	94
<b>Sports Participated Past Year - Frequency - 10+ Times</b>					
Bowling	1,068	2.19%	880	2.43%	111
Golf	1,286	2.63%	1,156	3.19%	121
Tennis	440	0.90%	568	1.57%	174
Cross-Country Skiing	366	0.75%	333	0.92%	123
Downhill Skiing	1,651	3.38%	1,720	4.75%	141
Snowboarding	94	0.19%	46	0.13%	68
Snowmobiling	46	0.10%	19	0.05%	50
Ice Skating	934	1.91%	1,075	2.97%	155
In-Line Skating	58	0.12%	42	0.12%	100
Bicycle Riding	5,090	10.41%	4,500	12.43%	119
Motorcycling	772	1.58%	420	1.16%	73
Archery	23	0.05%	20	0.06%	120
Fishing	236	0.48%	146	0.40%	83
Hunting	312	0.64%	386	1.07%	167
<b>Team Sports Personally Participated Past Year</b>					
Basketball	3,436	7.03%	2,558	7.07%	101
Baseball/Softball	1,556	3.18%	940	2.60%	82
Football	1,534	3.14%	1,369	3.78%	120
Soccer	4,810	9.83%	3,207	8.86%	90
Volleyball	1,849	3.78%	1,538	4.25%	112
Curling	1,880	3.84%	1,463	4.04%	105
Ice Hockey	2,201	4.50%	1,504	4.15%	92
<b>Team Sports Participated Past Year - Frequency - 1-2 Times</b>					
Basketball	2,005	4.10%	784	2.17%	53
Baseball/Softball	876	1.79%	600	1.66%	93
Football	858	1.76%	598	1.65%	94
Soccer	1,853	3.79%	1,196	3.30%	87
Volleyball	675	1.38%	595	1.64%	119
Curling	1,363	2.79%	989	2.73%	98
Ice Hockey	1,027	2.10%	455	1.26%	60
<b>Team Sports Participated Past Year - Frequency - 3-9 Times</b>					
Basketball	626	1.28%	451	1.25%	98
Baseball/Softball	298	0.61%	153	0.42%	69
Football	606	1.24%	737	2.04%	165
Soccer	355	0.73%	242	0.67%	92
Volleyball	804	1.64%	837	2.31%	141

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Curling	111	0.23%	90	0.25%	109
Ice Hockey	701	1.43%	620	1.71%	120
<b>Team Sports Participated Past Year - Frequency - 10+ Times</b>					
Basketball	806	1.65%	1,323	3.65%	221
Baseball/Softball	382	0.78%	187	0.52%	67
Football	70	0.14%	35	0.10%	71
Soccer	2,602	5.32%	1,769	4.89%	92
Volleyball	370	0.76%	106	0.29%	38
Curling	406	0.83%	385	1.06%	128
Ice Hockey	473	0.97%	429	1.19%	123
<b>Boating Personally Participated Past Year</b>					
Canoeing	3,789	7.75%	3,388	9.36%	121
Power Boating	2,051	4.19%	1,771	4.89%	117
Rowing	2,575	5.26%	1,708	4.72%	90
Sailing	2,561	5.24%	1,548	4.28%	82
Wind Surfing	1,484	3.03%	886	2.45%	81
<b>Boating Participated Past Year - Frequency - 1-2 Times</b>					
Canoeing	2,423	4.95%	1,926	5.32%	107
Power Boating	881	1.80%	659	1.82%	101
Rowing	1,759	3.60%	1,049	2.90%	81
Sailing	2,108	4.31%	1,209	3.34%	77
Wind Surfing	1,042	2.13%	687	1.90%	89
<b>Boating Participated Past Year - Frequency - 3-9 Times</b>					
Canoeing	986	2.02%	1,024	2.83%	140
Power Boating	839	1.72%	827	2.28%	133
Rowing	606	1.24%	530	1.46%	118
Sailing	303	0.62%	204	0.56%	90
<b>Boating Participated Past Year - Frequency - 10+ Times</b>					
Canoeing	380	0.78%	438	1.21%	155
Power Boating	332	0.68%	286	0.79%	116
Rowing	209	0.43%	129	0.36%	84
Sailing	150	0.31%	135	0.37%	119
Wind Surfing	443	0.91%	199	0.55%	60
<b>Activities Personally Attended Past Year</b>					
Live Theatre	18,807	38.45%	12,537	34.63%	90
Ballet	4,292	8.78%	2,769	7.65%	87
Opera	2,810	5.75%	1,768	4.88%	85
Music Concerts-Classical	4,557	9.32%	2,838	7.84%	84
Music Concerts-Popular	5,281	10.80%	4,079	11.26%	104
Music Concerts-Jazz	3,599	7.36%	2,506	6.92%	94
Music Concerts-Rock	7,223	14.77%	4,850	13.40%	91
Music Concerts-Country	3,007	6.15%	2,251	6.22%	101
Museum	15,237	31.15%	11,812	32.62%	105
Art Gallery	11,700	23.92%	8,807	24.32%	102

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Amusement Parks	7,798	15.94%	5,119	14.14%	89
Zoo/Aquariums	7,676	15.69%	5,896	16.28%	104
Spas	7,984	16.33%	6,486	17.91%	110
Local Arenas/Recreational Centers	11,875	24.28%	8,894	24.56%	101
Pubs/Sports Bars	20,253	41.41%	13,196	36.44%	88
Nightclubs/Bars	6,487	13.26%	4,603	12.71%	96
<b>Activities Attended Past Year - Frequency - 1-2 Times</b>					
Live Theatre	9,803	20.04%	7,015	19.37%	97
Ballet	3,046	6.23%	1,955	5.40%	87
Opera	1,750	3.58%	1,034	2.86%	80
Music Concerts-Classical	2,846	5.82%	1,327	3.66%	63
Music Concerts-Popular	2,586	5.29%	1,542	4.26%	81
Music Concerts-Jazz	2,324	4.75%	1,455	4.02%	85
Music Concerts-Rock	3,903	7.98%	3,074	8.49%	106
Music Concerts-Country	2,063	4.22%	1,548	4.28%	101
Museum	10,172	20.80%	7,162	19.78%	95
Art Gallery	8,010	16.38%	6,002	16.58%	101
Amusement Parks	6,117	12.51%	3,938	10.88%	87
Zoo/Aquariums	4,721	9.65%	3,307	9.13%	95
Spas	5,117	10.46%	4,103	11.33%	108
Local Arenas/Recreational Centers	5,348	10.94%	2,821	7.79%	71
Pubs/Sports Bars	6,415	13.12%	4,460	12.32%	94
Nightclubs/Bars	3,239	6.62%	2,392	6.61%	100
<b>Activities Attended Past Year - Frequency - 3-9 Times</b>					
Live Theatre	7,060	14.44%	3,967	10.96%	76
Ballet	1,246	2.55%	815	2.25%	88
Opera	951	1.94%	641	1.77%	91
Music Concerts-Classical	1,502	3.07%	1,357	3.75%	122
Music Concerts-Popular	2,088	4.27%	2,220	6.13%	144
Music Concerts-Jazz	928	1.90%	747	2.06%	108
Music Concerts-Rock	2,434	4.98%	1,125	3.11%	62
Music Concerts-Country	822	1.68%	646	1.79%	107
Museum	4,251	8.69%	4,248	11.73%	135
Art Gallery	2,584	5.28%	2,000	5.52%	105
Amusement Parks	1,660	3.39%	1,172	3.24%	96
Zoo/Aquariums	2,253	4.61%	2,087	5.77%	125
Spas	2,500	5.11%	2,118	5.85%	114
Local Arenas/Recreational Centers	2,396	4.90%	2,997	8.28%	169
Pubs/Sports Bars	9,147	18.70%	5,746	15.87%	85
Nightclubs/Bars	2,702	5.53%	1,993	5.50%	99
<b>Activities Attended Past Year - Frequency - 10+ Times</b>					
Live Theatre	1,944	3.98%	1,556	4.30%	108
Opera	110	0.22%	93	0.26%	118
Music Concerts-Classical	210	0.43%	154	0.43%	100

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Music Concerts-Popular	607	1.24%	317	0.88%	71
Music Concerts-Jazz	348	0.71%	303	0.84%	118
Music Concerts-Rock	886	1.81%	652	1.80%	99
Music Concerts-Country	121	0.25%	56	0.16%	64
Museum	814	1.66%	402	1.11%	67
Art Gallery	1,106	2.26%	805	2.22%	98
Amusement Parks	21	0.04%	9	0.03%	75
Zoo/Aquariums	702	1.44%	501	1.39%	97
Spas	367	0.75%	264	0.73%	97
Local Arenas/Recreational Centers	4,131	8.45%	3,077	8.50%	101
Pubs/Sports Bars	4,691	9.59%	2,990	8.26%	86
Nightclubs/Bars	546	1.12%	219	0.60%	54
<b>Pro Sports Events Personally Attended Past Year</b>					
Auto Racing	907	1.85%	694	1.92%	104
Baseball	2,307	4.72%	1,551	4.28%	91
Basketball	712	1.46%	534	1.47%	101
Football	1,879	3.84%	1,250	3.45%	90
Golf	754	1.54%	714	1.97%	128
Horse Racing	368	0.75%	257	0.71%	95
Hockey	4,016	8.21%	2,832	7.82%	95
Soccer	2,719	5.56%	1,744	4.82%	87
Tennis	618	1.26%	704	1.95%	155
Combat Sports (WWE, UFC)	344	0.70%	232	0.64%	91
<b>Pro Sports Events Attended Past Year - Frequency - 1-2 Times</b>					
Auto Racing	659	1.35%	464	1.28%	95
Baseball	1,760	3.60%	1,314	3.63%	101
Basketball	512	1.05%	436	1.20%	114
Football	1,366	2.79%	932	2.57%	92
Golf	367	0.75%	243	0.67%	89
Horse Racing	247	0.51%	179	0.49%	96
Hockey	3,281	6.71%	2,272	6.27%	93
Soccer	2,180	4.46%	1,516	4.19%	94
Tennis	366	0.75%	417	1.15%	153
Combat Sports (WWE, UFC)	145	0.30%	112	0.31%	103
<b>Pro Sports Events Attended Past Year - Frequency - 3-9 Times</b>					
Auto Racing	100	0.20%	100	0.28%	140
Baseball	488	1.00%	205	0.57%	57
Basketball	30	0.06%	14	0.04%	67
Football	77	0.16%	152	0.42%	263
Golf	27	0.06%	26	0.07%	117
Horse Racing	74	0.15%	44	0.12%	80
Hockey	532	1.09%	452	1.25%	115
Soccer	454	0.93%	187	0.52%	56
Tennis	162	0.33%	211	0.58%	176



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	Value	Percent	Value	Percent	Index
Combat Sports (WWE, UFC)	137	0.28%	81	0.22%	79
<b>Pro Sports Events Attended Past Year - Frequency - 10+ Times</b>					
Auto Racing	148	0.30%	130	0.36%	120
Baseball	59	0.12%	32	0.09%	75
Basketball	170	0.35%	83	0.23%	66
Football	436	0.89%	166	0.46%	52
Golf	359	0.74%	445	1.23%	166
Horse Racing	46	0.09%	33	0.09%	100
Hockey	202	0.41%	108	0.30%	73
Soccer	85	0.17%	41	0.11%	65
Tennis	89	0.18%	76	0.21%	117
Combat Sports (WWE, UFC)	63	0.13%	39	0.11%	85
<b>Fitness Participated Past Month</b>					
Aerobics	2,720	5.56%	1,972	5.45%	98
Exercise At Home	5,693	11.64%	4,701	12.98%	112
Health/Fitness Club	6,436	13.16%	5,172	14.28%	109
Jogging	4,384	8.96%	3,546	9.79%	109
Swimming	5,468	11.18%	4,148	11.46%	103
Walking/Hiking	15,235	31.15%	11,646	32.16%	103
Yoga/Pilates	1,879	3.84%	1,483	4.10%	107
<b>Fitness Participated Past Month - Once a week</b>					
Aerobics	106	0.22%	101	0.28%	127
Exercise At Home	828	1.69%	613	1.69%	100
Health/Fitness Club	991	2.03%	1,033	2.85%	140
Jogging	644	1.32%	517	1.43%	108
Swimming	849	1.74%	483	1.33%	76
Walking/Hiking	1,273	2.60%	1,199	3.31%	127
Yoga/Pilates	817	1.67%	731	2.02%	121
<b>Fitness Participated Past Month - 2-3 Times a week</b>					
Aerobics	1,001	2.05%	591	1.63%	80
Exercise At Home	2,816	5.76%	2,444	6.75%	117
Health/Fitness Club	3,045	6.23%	1,805	4.98%	80
Jogging	3,260	6.67%	2,604	7.19%	108
Swimming	2,291	4.69%	1,558	4.30%	92
Walking/Hiking	4,846	9.91%	3,769	10.41%	105
Yoga/Pilates	365	0.75%	228	0.63%	84
<b>Fitness Participated Past Month - 4-7 Times a week</b>					
Aerobics	1,484	3.03%	1,201	3.32%	110
Exercise At Home	1,474	3.01%	1,255	3.47%	115
Health/Fitness Club	1,131	2.31%	1,181	3.26%	141
Jogging	33	0.07%	13	0.04%	57
Swimming	792	1.62%	493	1.36%	84
Walking/Hiking	8,861	18.12%	6,508	17.97%	99
Yoga/Pilates	386	0.79%	270	0.75%	95



Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Fitness Participated Past Month - Less often</b>					
Aerobics	128	0.26%	79	0.22%	85
Exercise At Home	575	1.18%	390	1.08%	92
Health/Fitness Club	1,269	2.60%	1,153	3.18%	122
Jogging	448	0.92%	413	1.14%	124
Swimming	1,535	3.14%	1,614	4.46%	142
Walking/Hiking	256	0.52%	170	0.47%	90
Yoga/Pilates	311	0.64%	254	0.70%	109
<b>Sports Participated Past Month</b>					
Bowling	1,081	2.21%	763	2.11%	95
Golf	1,507	3.08%	1,315	3.63%	118
Tennis	344	0.70%	297	0.82%	117
Cross-Country Skiing	546	1.12%	382	1.06%	95
Downhill Skiing	1,346	2.75%	1,490	4.12%	150
Snowboarding	107	0.22%	45	0.12%	55
Snowmobiling	78	0.16%	34	0.10%	63
Ice Skating	714	1.46%	693	1.91%	131
Bicycle Riding	5,471	11.19%	4,495	12.41%	111
Motorcycling	901	1.84%	638	1.76%	96
Archery	167	0.34%	158	0.44%	129
Fishing	221	0.45%	134	0.37%	82
Hunting	85	0.17%	118	0.33%	194
<b>Sports Participated Past Month - Once a week</b>					
Bowling	63	0.13%	56	0.16%	123
Golf	756	1.55%	688	1.90%	123
Downhill Skiing	451	0.92%	1,063	2.94%	320
Ice Skating	646	1.32%	620	1.71%	130
Bicycle Riding	427	0.87%	439	1.21%	139
Motorcycling	361	0.74%	217	0.60%	81
Fishing	20	0.04%	20	0.06%	150
<b>Sports Participated Past Month - 2-3 Times a week</b>					
Golf	130	0.27%	242	0.67%	248
Tennis	140	0.29%	187	0.52%	179
Cross-Country Skiing	392	0.80%	312	0.86%	108
Downhill Skiing	215	0.44%	97	0.27%	61
Ice Skating	68	0.14%	73	0.20%	143
Bicycle Riding	2,361	4.83%	2,099	5.80%	120
Motorcycling	97	0.20%	84	0.23%	115
<b>Sports Participated Past Month - 4-7 Times a week</b>					
Golf	0	0.00%	0	0.00%	
Bicycle Riding	1,495	3.06%	1,036	2.86%	93
Motorcycling	388	0.79%	291	0.80%	101
<b>Sports Participated Past Month - Less often</b>					
Bowling	1,018	2.08%	707	1.95%	94

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Golf	621	1.27%	386	1.07%	84
Tennis	204	0.42%	110	0.30%	71
Cross-Country Skiing	154	0.32%	70	0.19%	59
Downhill Skiing	680	1.39%	330	0.91%	65
Snowboarding	107	0.22%	45	0.12%	55
Snowmobiling	78	0.16%	34	0.10%	63
Ice Skating	0	0.00%	0	0.00%	
Bicycle Riding	1,189	2.43%	921	2.54%	105
Motorcycling	55	0.11%	47	0.13%	118
Archery	167	0.34%	158	0.44%	129
Fishing	200	0.41%	114	0.32%	78
Hunting	85	0.17%	118	0.33%	194
<b>Team Sports Participated Past Month</b>					
Basketball	1,308	2.67%	1,273	3.52%	132
Baseball/Softball	364	0.75%	279	0.77%	103
Football	444	0.91%	278	0.77%	85
Soccer	2,496	5.10%	1,925	5.32%	104
Volleyball	609	1.25%	264	0.73%	58
Curling	308	0.63%	213	0.59%	94
Ice Hockey	1,256	2.57%	1,199	3.31%	129
<b>Team Sports Participated Past Month - Once a week</b>					
Basketball	385	0.79%	218	0.60%	76
Baseball/Softball	46	0.09%	26	0.07%	78
Soccer	558	1.14%	390	1.08%	95
Volleyball	106	0.22%	14	0.04%	18
Curling	159	0.33%	100	0.28%	85
Ice Hockey	313	0.64%	615	1.70%	266
<b>Team Sports Participated Past Month - 2-3 Times a week</b>					
Basketball	824	1.69%	990	2.73%	162
Baseball/Softball	295	0.60%	242	0.67%	112
Soccer	997	2.04%	683	1.89%	93
Curling	79	0.16%	72	0.20%	125
Ice Hockey	523	1.07%	321	0.89%	83
<b>Team Sports Participated Past Month - Less often</b>					
Basketball	98	0.20%	64	0.18%	90
Baseball/Softball	24	0.05%	11	0.03%	60
Football	444	0.91%	278	0.77%	85
Soccer	941	1.92%	852	2.35%	122
Volleyball	504	1.03%	249	0.69%	67
Curling	71	0.15%	41	0.11%	73
Ice Hockey	420	0.86%	263	0.73%	85
<b>Fitness Club - Personally a Member</b>	9,106	18.62%	6,353	17.55%	94
<b>Children In Sports - Any Children in Household Enrolled in Sports Activities</b>	4,764	17.74%	3,095	17.66%	100

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Children in Sports Participated</b>					
Basketball	808	3.01%	629	3.59%	119
Baseball	793	2.95%	403	2.30%	78
Gymnastics	770	2.87%	344	1.96%	68
Hockey	720	2.68%	556	3.18%	119
Ice Skating	556	2.07%	264	1.51%	73
Martial Arts	855	3.19%	613	3.50%	110
Skiing/Snowboarding	635	2.36%	444	2.54%	108
Soccer	2,216	8.25%	1,594	9.10%	110
Swimming	1,909	7.11%	1,273	7.27%	102
Tennis	245	0.91%	142	0.81%	89
Other	1,728	6.44%	1,209	6.90%	107
<b>Children in Sports Participated - Once per week</b>					
Basketball	195	0.73%	159	0.91%	125
Baseball	167	0.62%	82	0.47%	76
Gymnastics	402	1.50%	154	0.88%	59
Hockey	215	0.80%	194	1.11%	139
Ice Skating	150	0.56%	44	0.25%	45
Martial Arts	120	0.45%	83	0.47%	104
Skiing/Snowboarding	214	0.80%	195	1.11%	139
Soccer	143	0.53%	127	0.73%	138
Swimming	824	3.07%	477	2.72%	89
Tennis	18	0.07%	37	0.21%	300
Other	590	2.20%	410	2.34%	106
<b>Children in Sports Participated - 2-3 times per week</b>					
Basketball	516	1.92%	377	2.15%	112
Baseball	358	1.33%	206	1.18%	89
Gymnastics	152	0.57%	93	0.53%	93
Hockey	190	0.71%	121	0.69%	97
Ice Skating	90	0.34%	66	0.38%	112
Martial Arts	78	0.29%	38	0.22%	76
Skiing/Snowboarding	315	1.17%	187	1.07%	91
Soccer	1,547	5.76%	986	5.63%	98
Swimming	911	3.39%	597	3.41%	101
Other	596	2.22%	310	1.77%	80
<b>Children in Sports Participated - 4-7 times per week</b>					
Basketball	52	0.19%	64	0.36%	189
Baseball	40	0.15%	38	0.22%	147
Hockey	101	0.38%	75	0.43%	113
Martial Arts	444	1.65%	370	2.11%	128
Soccer	223	0.83%	289	1.65%	199
Swimming	73	0.27%	49	0.28%	104
Other	341	1.27%	337	1.93%	152
<b>Children in Sports Participated - Less often</b>					
Basketball	45	0.17%	29	0.17%	100

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Baseball	228	0.85%	77	0.44%	52
Gymnastics	216	0.80%	97	0.56%	70
Hockey	214	0.80%	166	0.95%	119
Ice Skating	316	1.18%	154	0.88%	75
Martial Arts	214	0.80%	122	0.70%	88
Skiing/Snowboarding	106	0.40%	63	0.36%	90
Soccer	303	1.13%	192	1.10%	97
Swimming	102	0.38%	149	0.85%	224
Tennis	227	0.85%	105	0.60%	71
Other	201	0.75%	151	0.86%	115
<b>Sports Goods Household Owns</b>					
All Terrain Vehicle	576	2.15%	374	2.13%	99
Motorhome/RV	924	3.44%	735	4.19%	122
Camper/Trailer	1,995	7.43%	1,453	8.29%	112
Snowmobile	190	0.71%	100	0.57%	80
Bicycle	8,015	29.85%	6,121	34.93%	117
Sailboat	612	2.28%	523	2.99%	131
Windsurfer/Surfboard	840	3.13%	712	4.06%	130
Personal Water Craft	287	1.07%	130	0.74%	69
Power Boat - Inboard Motor	405	1.51%	323	1.85%	123
Power Boat - Outboard Motor	1,268	4.72%	622	3.55%	75
Boating Equipment	2,473	9.21%	1,622	9.26%	101
Camping Equipment	6,748	25.13%	4,422	25.23%	100
Exercise Equipment	4,870	18.14%	3,420	19.52%	108
Fishing Equipment	2,904	10.82%	1,620	9.24%	85
Golf Equipment	3,344	12.46%	2,428	13.85%	111
Hockey Equipment	1,435	5.34%	854	4.87%	91
Hunting Equipment	1,382	5.15%	569	3.25%	63
Ski Equipment-Cross-Country	1,469	5.47%	1,511	8.62%	158
Ski Equipment-Downhill	2,989	11.13%	2,836	16.18%	145
Snowboarding Equipment	522	1.94%	347	1.98%	102
Other	2,900	10.80%	2,085	11.90%	110
<b>Sports Goods Household Bought Past Year</b>					
All Terrain Vehicle	322	1.20%	100	0.57%	48
Motorhome/RV	95	0.35%	54	0.31%	89
Camper/Trailer	426	1.59%	239	1.36%	86
Snowmobile	185	0.69%	127	0.73%	106
Bicycle	1,391	5.18%	862	4.92%	95
Sailboat	82	0.30%	35	0.20%	67
Windsurfer/Surfboard	88	0.33%	79	0.45%	136
Personal Water Craft	109	0.41%	59	0.34%	83
Power Boat - Inboard Motor	105	0.39%	87	0.50%	128
Power Boat - Outboard Motor	98	0.36%	44	0.25%	69
Boating Equipment	500	1.86%	413	2.35%	126

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Camping Equipment	1,161	4.32%	559	3.19%	74
Exercise Equipment	1,145	4.27%	701	4.00%	94
Fishing Equipment	683	2.55%	349	1.99%	78
Golf Equipment	374	1.39%	307	1.75%	126
Hockey Equipment	225	0.84%	193	1.10%	131
Hunting Equipment	820	3.05%	352	2.01%	66
Ski Equipment-Cross-Country	259	0.97%	171	0.98%	101
Ski Equipment-Downhill	666	2.48%	675	3.85%	155
Snowboarding Equipment	370	1.38%	96	0.55%	40
Other	5,432	20.23%	3,483	19.87%	98
<b>Sports Goods - \$ Personally Spent Past Year</b>					
\$1-\$100	19,551	39.98%	14,627	40.40%	101
\$101-\$200	8,685	17.76%	6,717	18.55%	104
\$201-\$500	5,374	10.99%	4,461	12.32%	112
\$501-\$750	1,912	3.91%	1,702	4.70%	120
\$751-\$1,000	1,099	2.25%	1,252	3.46%	154
\$1,000+	1,617	3.31%	1,409	3.89%	118
<b>Sports Goods - \$ Personally Spent Past Year - Equipment</b>					
\$1-\$100	9,608	19.64%	6,468	17.86%	91
\$101-\$200	3,365	6.88%	2,648	7.31%	106
\$201-\$500	2,331	4.77%	1,989	5.49%	115
\$501-\$750	520	1.06%	391	1.08%	102
\$751-\$1,000	942	1.93%	1,106	3.06%	159
\$1,000+	1,522	3.11%	1,324	3.66%	118
<b>Sports Goods - \$ Personally Spent Past Year - Clothing</b>					
\$1-\$100	9,943	20.33%	8,159	22.53%	111
\$101-\$200	5,320	10.88%	4,069	11.24%	103
\$201-\$500	3,043	6.22%	2,472	6.83%	110
\$501-\$750	1,391	2.85%	1,311	3.62%	127
\$751-\$1,000	157	0.32%	146	0.40%	125
\$1,000+	95	0.19%	84	0.23%	121
<b>Sports Goods - Where Bought Past Year - Equipment</b>					
Atmosphere	680	1.39%	316	0.87%	63
Canadian Tire	5,360	10.96%	3,683	10.17%	93
Champs	249	0.51%	218	0.60%	118
Costco	2,778	5.68%	1,919	5.30%	93
Foot Locker	280	0.57%	293	0.81%	142
Golf Town	532	1.09%	563	1.56%	143
Lululemon	686	1.40%	809	2.23%	159
Mountain Equipment Co-op	4,796	9.81%	3,712	10.25%	104
Play It Again Sports	301	0.62%	126	0.35%	56
Running Room	724	1.48%	375	1.04%	70
SAIL	191	0.39%	147	0.41%	105
Sport Chek/Sports Experts	3,776	7.72%	2,913	8.05%	104

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Walmart	1,990	4.07%	969	2.68%	66
Winners	1,337	2.73%	911	2.52%	92
Other Stores	7,621	15.58%	4,905	13.55%	87
<b>Sports Goods - Where Bought Past Year - Clothing</b>					
Canadian Tire	1,575	3.22%	677	1.87%	58
Champs	301	0.62%	272	0.75%	121
Costco	2,891	5.91%	2,998	8.28%	140
Foot Locker	1,002	2.05%	664	1.83%	89
Golf Town	817	1.67%	927	2.56%	153
Lululemon	1,476	3.02%	1,324	3.66%	121
Mountain Equipment Co-op	4,683	9.58%	4,709	13.01%	136
Play It Again Sports	600	1.23%	261	0.72%	59
Running Room	1,418	2.90%	979	2.70%	93
SAIL	211	0.43%	214	0.59%	137
Sport Chek/Sports Experts	4,775	9.76%	3,897	10.76%	110
Tommy & Lefevre	362	0.74%	288	0.79%	107
Walmart	2,118	4.33%	902	2.49%	58
Winners	1,955	4.00%	1,513	4.18%	105
Other Stores	10,084	20.62%	7,282	20.11%	98
Not Stated	3,753	7.67%	2,200	6.08%	79
<b>Public Activities Personally Did Past 2 Years</b>					
Wrote To A Public Official	7,878	16.11%	6,713	18.54%	115
Wrote To An Editor Of A Newspaper/Magazine	2,974	6.08%	2,105	5.81%	96
Were Active In Social Issue/Comm. Project	7,352	15.03%	5,559	15.35%	102
Worked For A Political Party/Candidate	3,325	6.80%	2,523	6.97%	103
Did Volunteer Work	21,782	44.54%	16,942	46.79%	105
<b>Movies - Personally Attended/Past 12 Months</b>	30,008	61.36%	20,973	57.92%	94
<b>Movies - Went Last Time</b>					
In Past 7 Days	3,606	7.37%	2,770	7.65%	104
In Past 2 Weeks	6,060	12.39%	4,760	13.15%	106
In Past 3 Weeks	9,470	19.36%	6,680	18.45%	95
In Past Month	13,520	27.64%	9,138	25.24%	91
In Past 2 Months	18,608	38.05%	12,651	34.94%	92
In Past 3 Months	23,070	47.17%	16,242	44.86%	95
Longer Ago	6,389	13.06%	5,220	14.42%	110
<b>Movies - # Times Watched - Past Week</b>					
1 (L)	3,101	6.34%	2,547	7.03%	111
2-3 (M)	505	1.03%	224	0.62%	60
<b>Movies - # Times Watched - Past Month (excl. Past Week)</b>					
1 (L)	6,750	13.80%	4,975	13.74%	100
2-3 (M)	3,838	7.85%	2,383	6.58%	84
4-5 (H)	377	0.77%	242	0.67%	87
6+ (H)	484	0.99%	114	0.32%	32
<b>Movies - # Times Watched - Past 3 Months (Excl Past Week and Past Month)</b>					
1 (L)	8,591	17.57%	6,580	18.17%	103

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
2-3 (M)	6,766	13.83%	4,212	11.63%	84
4-5 (H)	4,106	8.40%	2,483	6.86%	82
6+ (H)	997	2.04%	1,195	3.30%	162
<b>Movies Type Watched</b>					
Action/Adventure	17,582	35.95%	12,960	35.79%	100
Animated	10,341	21.14%	6,398	17.67%	84
Comedy	13,479	27.56%	9,735	26.89%	98
Drama	15,763	32.23%	12,962	35.80%	111
Family/Children Oriented	9,549	19.52%	5,636	15.57%	80
Foreign	7,970	16.30%	4,818	13.31%	82
Horror	4,502	9.20%	2,013	5.56%	60
Science Fiction	11,410	23.33%	8,122	22.43%	96
Other	5,888	12.04%	3,335	9.21%	76
<b>Movies Type Watched - Most Often</b>					
Action/Adventure	9,587	19.60%	5,842	16.14%	82
Animated	955	1.95%	642	1.77%	91
Comedy	3,156	6.45%	1,694	4.68%	73
Drama	5,637	11.53%	5,083	14.04%	122
Family/Children Oriented	3,464	7.08%	2,604	7.19%	102
Foreign	891	1.82%	566	1.56%	86
Horror	714	1.46%	344	0.95%	65
Science Fiction	3,234	6.61%	2,520	6.96%	105
Other	801	1.64%	777	2.15%	131
<b>Movies Type Watched - Sometimes</b>					
Action/Adventure	7,995	16.35%	7,117	19.66%	120
Animated	9,386	19.19%	5,756	15.90%	83
Comedy	10,323	21.11%	8,041	22.21%	105
Drama	10,127	20.71%	7,879	21.76%	105
Family/Children Oriented	6,085	12.44%	3,032	8.38%	67
Foreign	7,079	14.47%	4,252	11.74%	81
Horror	3,788	7.75%	1,669	4.61%	59
Science Fiction	8,176	16.72%	5,602	15.47%	93
Other	5,088	10.40%	2,558	7.07%	68
<b>Casinos - Personally Visited In Past 12 Months</b>	5,307	10.85%	3,183	8.79%	81
<b>Casinos - # Times Visited Past 3 Months</b>					
None	1,293	2.65%	712	1.97%	74
1-2 (L)	2,486	5.08%	1,573	4.35%	86
3-4 (M)	498	1.02%	177	0.49%	48
5-6 (M)	471	0.96%	331	0.92%	96
7+ (H)	559	1.14%	390	1.08%	95
<b>Lottery Tickets - Bought/Past 12 months</b>	18,393	37.61%	12,007	33.16%	88
<b>Lottery Tickets - \$ Spent Average Month</b>					
Less Than \$5.00	4,440	9.08%	2,274	6.28%	69
\$5.00-\$9.99	4,012	8.20%	2,313	6.39%	78



Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
\$10.00-\$19.99	5,039	10.30%	3,606	9.96%	97
\$20.00-\$29.99	2,932	6.00%	2,462	6.80%	113
\$30.00 or More	1,970	4.03%	1,353	3.74%	93
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$1 Tickets</b>					
1+	5,115	10.46%	3,600	9.94%	95
1	2,553	5.22%	1,970	5.44%	104
2-3	1,870	3.82%	964	2.66%	70
4+	691	1.41%	666	1.84%	130
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$2 Tickets</b>					
1+	4,407	9.01%	2,958	8.17%	91
1	2,649	5.42%	1,506	4.16%	77
2-3	1,658	3.39%	1,393	3.85%	114
4+	100	0.21%	58	0.16%	76
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$3 Tickets</b>					
1+	1,959	4.01%	1,206	3.33%	83
1	781	1.60%	546	1.51%	94
2-3	857	1.75%	424	1.17%	67
4+	322	0.66%	236	0.65%	98
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$4 Tickets</b>					
1+	927	1.90%	461	1.27%	67
1	272	0.56%	111	0.31%	55
2-3	473	0.97%	250	0.69%	71
4+	183	0.37%	100	0.28%	76
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$5 Tickets</b>					
1+	5,249	10.73%	2,944	8.13%	76
1	2,558	5.23%	1,138	3.14%	60
2-3	877	1.79%	716	1.98%	111
4+	1,813	3.71%	1,089	3.01%	81
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$7 Tickets</b>					
1+	571	1.17%	622	1.72%	147
1	58	0.12%	55	0.15%	125
2-3	3	0.01%	1	0.00%	0
4+	510	1.04%	566	1.56%	150
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$10 Tickets</b>					
1+	1,360	2.78%	609	1.68%	60
1	1,067	2.18%	448	1.24%	57
2-3	186	0.38%	93	0.26%	68
4+	107	0.22%	68	0.19%	86
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$20 Tickets</b>					
1+	449	0.92%	213	0.59%	64
1	247	0.50%	99	0.28%	56
2-3	97	0.20%	38	0.10%	50
4+	105	0.22%	76	0.21%	95

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Lottery Tickets-Lotteries For Charity - Personally Bought Past 12 Months</b>	3,939	8.05%	2,953	8.16%	101
<b>Lottery Tickets-Lotteries for Charity - Foundation Bought from Past Year</b>					
Canadian Cancer Society	711	1.45%	708	1.96%	135
Canadian National Institute for the Blind (CNIB)	70	0.14%	39	0.11%	79
Canadian Red Cross Ontario Lottery	127	0.26%	42	0.12%	46
Heart & Stroke Lottery	372	0.76%	214	0.59%	78
Princess Margaret Hospital	200	0.41%	131	0.36%	88
Sick Children's Hospital	1,148	2.35%	822	2.27%	97
<b>Betting Games - Personally Played Past Year</b>	463	0.95%	307	0.85%	89
<b>Betting Games - Personally Bought Past 12 Months</b>	140	0.29%	73	0.20%	69

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

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

This report is based on consumer demographic and behavior 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.