

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Number of Households</b>	26,459		17,553		
<b>Population of Age 18 and Up</b>	48,447		35,998		
<b>Leisure Activities Personally Participated Past Year</b>					
Baking From Scratch	27,541	56.85%	18,810	52.25%	92
Billiards	4,868	10.05%	2,676	7.43%	74
Bird Watching	5,072	10.47%	3,892	10.81%	103
Camping	13,023	26.88%	9,642	26.78%	100
Collecting: Coins/Stamps	4,288	8.85%	3,270	9.08%	103
Crafts	12,072	24.92%	8,323	23.12%	93
Dancing	7,840	16.18%	6,090	16.92%	105
Sewing/Knitting	10,976	22.66%	8,909	24.75%	109
Entertaining At Home	21,748	44.89%	16,427	45.63%	102
Gardening	20,539	42.39%	17,528	48.69%	115
Genealogy/Family Tree	3,903	8.06%	2,630	7.31%	91
Gourmet Cooking	11,854	24.47%	9,093	25.26%	103
Photography	12,422	25.64%	10,483	29.12%	114
Woodworking: Building/Stripping/Refinishing/Staining	4,669	9.64%	2,803	7.79%	81
<b>Leisure Activities Participated Past Year - Frequency - 1-2 Times</b>					
Baking From Scratch	7,990	16.49%	5,153	14.32%	87
Billiards	4,063	8.39%	2,424	6.73%	80
Bird Watching	2,742	5.66%	1,888	5.25%	93
Camping	6,421	13.25%	5,143	14.29%	108
Collecting: Coins/Stamps	3,136	6.47%	2,318	6.44%	100
Crafts	4,697	9.70%	3,050	8.47%	87
Dancing	4,407	9.10%	3,611	10.03%	110
Sewing/Knitting	3,097	6.39%	2,912	8.09%	127
Entertaining At Home	6,666	13.76%	4,081	11.34%	82
Gardening	6,153	12.70%	5,421	15.06%	119
Genealogy/Family Tree	1,888	3.90%	984	2.73%	70
Gourmet Cooking	2,238	4.62%	1,466	4.07%	88
Photography	4,482	9.25%	2,756	7.66%	83
Woodworking: Building/Stripping/Refinishing/Staining	2,003	4.13%	865	2.40%	58
<b>Leisure Activities Participated Past Year - Frequency - 3-9 Times</b>					
Baking From Scratch	10,012	20.67%	6,571	18.25%	88
Billiards	70	0.15%	80	0.22%	147
Bird Watching	990	2.04%	723	2.01%	99
Camping	4,816	9.94%	3,531	9.81%	99
Collecting: Coins/Stamps	715	1.48%	610	1.69%	114
Crafts	3,520	7.27%	2,054	5.71%	79
Dancing	2,158	4.46%	1,830	5.08%	114
Sewing/Knitting	3,428	7.08%	2,559	7.11%	100
Entertaining At Home	9,574	19.76%	8,082	22.45%	114
Gardening	7,415	15.31%	6,074	16.87%	110
Genealogy/Family Tree	1,279	2.64%	1,008	2.80%	106

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Gourmet Cooking	3,337	6.89%	2,459	6.83%	99
Photography	4,472	9.23%	4,800	13.33%	144
Woodworking: Building/Stripping/Refinishing/Staining	1,423	2.94%	1,240	3.45%	117
<b>Leisure Activities Participated Past Year - Frequency - 10+ Times</b>					
Baking From Scratch	9,540	19.69%	7,086	19.68%	100
Billiards	735	1.52%	172	0.48%	32
Bird Watching	1,341	2.77%	1,281	3.56%	129
Camping	1,787	3.69%	968	2.69%	73
Collecting: Coins/Stamps	437	0.90%	342	0.95%	106
Crafts	3,855	7.96%	3,218	8.94%	112
Dancing	1,275	2.63%	649	1.80%	68
Sewing/Knitting	4,451	9.19%	3,439	9.55%	104
Entertaining At Home	5,507	11.37%	4,263	11.84%	104
Gardening	6,970	14.39%	6,033	16.76%	116
Genealogy/Family Tree	736	1.52%	639	1.77%	116
Gourmet Cooking	6,280	12.96%	5,168	14.36%	111
Photography	3,468	7.16%	2,926	8.13%	114
Woodworking: Building/Stripping/Refinishing/Staining	1,243	2.57%	698	1.94%	75
<b>Fitness Personally Participated Past Year</b>					
Aerobics	4,095	8.45%	3,168	8.80%	104
Exercise At Home	15,253	31.48%	11,452	31.81%	101
Health/Fitness Club	10,118	20.88%	8,708	24.19%	116
Jogging	6,348	13.10%	5,468	15.19%	116
Swimming	14,232	29.38%	11,008	30.58%	104
Walking/Hiking	24,468	50.51%	18,433	51.21%	101
Yoga/Pilates	5,429	11.21%	4,923	13.68%	122
<b>Fitness Participated Past Year - Frequency - 1-2 Times</b>					
Aerobics	838	1.73%	595	1.65%	95
Exercise At Home	4,430	9.14%	2,771	7.70%	84
Health/Fitness Club	2,352	4.85%	1,813	5.04%	104
Jogging	2,290	4.73%	1,344	3.73%	79
Swimming	4,890	10.09%	3,055	8.49%	84
Walking/Hiking	4,806	9.92%	2,667	7.41%	75
Yoga/Pilates	1,517	3.13%	946	2.63%	84
<b>Fitness Participated Past Year - Frequency - 3-9 Times</b>					
Aerobics	704	1.45%	958	2.66%	183
Exercise At Home	5,655	11.67%	3,839	10.66%	91
Health/Fitness Club	1,369	2.83%	1,763	4.90%	173
Jogging	1,315	2.72%	1,054	2.93%	108
Swimming	4,842	9.99%	3,617	10.05%	101
Walking/Hiking	4,852	10.02%	3,653	10.15%	101
Yoga/Pilates	2,075	4.28%	2,523	7.01%	164
<b>Fitness Participated Past Year - Frequency - 10+ Times</b>					
Aerobics	2,553	5.27%	1,615	4.49%	85

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Exercise At Home	5,168	10.67%	4,843	13.45%	126
Health/Fitness Club	6,397	13.20%	5,132	14.26%	108
Jogging	2,744	5.66%	3,070	8.53%	151
Swimming	4,500	9.29%	4,336	12.05%	130
Walking/Hiking	14,810	30.57%	12,113	33.65%	110
Yoga/Pilates	1,837	3.79%	1,455	4.04%	107
<b>Sports Personally Participated Past Year</b>					
Bowling	4,377	9.03%	2,679	7.44%	82
Golf	4,502	9.29%	4,170	11.59%	125
Tennis	2,467	5.09%	2,267	6.30%	124
Cross-Country Skiing	2,882	5.95%	3,085	8.57%	144
Downhill Skiing	3,926	8.10%	3,246	9.02%	111
Snowboarding	1,870	3.86%	1,463	4.06%	105
Snowmobiling	927	1.91%	467	1.30%	68
Ice Skating	2,537	5.24%	2,778	7.72%	147
In-Line Skating	1,014	2.09%	830	2.31%	111
Bicycle Riding	10,934	22.57%	9,305	25.85%	115
Motorcycling	2,495	5.15%	1,705	4.74%	92
Archery	992	2.05%	652	1.81%	88
Fishing	2,977	6.15%	2,446	6.80%	111
Hunting	2,006	4.14%	1,194	3.32%	80
<b>Sports Participated Past Year - Frequency - 1-2 Times</b>					
Bowling	2,485	5.13%	1,226	3.41%	66
Golf	2,442	5.04%	2,144	5.96%	118
Tennis	1,159	2.39%	870	2.42%	101
Cross-Country Skiing	955	1.97%	908	2.52%	128
Downhill Skiing	677	1.40%	574	1.60%	114
Snowboarding	1,764	3.64%	1,414	3.93%	108
Snowmobiling	697	1.44%	371	1.03%	72
Ice Skating	1,238	2.56%	1,300	3.61%	141
In-Line Skating	824	1.70%	676	1.88%	111
Bicycle Riding	3,397	7.01%	2,296	6.38%	91
Motorcycling	969	2.00%	752	2.09%	105
Archery	739	1.53%	488	1.36%	89
Fishing	1,744	3.60%	939	2.61%	73
Hunting	1,487	3.07%	640	1.78%	58
<b>Sports Participated Past Year - Frequency - 3-9 Times</b>					
Bowling	885	1.83%	606	1.68%	92
Golf	817	1.69%	878	2.44%	144
Tennis	882	1.82%	827	2.30%	126
Cross-Country Skiing	1,577	3.26%	1,848	5.14%	158
Downhill Skiing	1,689	3.49%	976	2.71%	78
Snowboarding	11	0.02%	2	0.01%	50
Snowmobiling	184	0.38%	77	0.21%	55

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Ice Skating	381	0.79%	402	1.12%	142
In-Line Skating	134	0.28%	113	0.31%	111
Bicycle Riding	2,599	5.37%	2,549	7.08%	132
Motorcycling	793	1.64%	535	1.49%	91
Archery	230	0.48%	144	0.40%	83
Fishing	998	2.06%	1,363	3.79%	184
Hunting	227	0.47%	165	0.46%	98
<b>Sports Participated Past Year - Frequency - 10+ Times</b>					
Bowling	1,007	2.08%	847	2.35%	113
Golf	1,243	2.57%	1,148	3.19%	124
Tennis	426	0.88%	569	1.58%	180
Cross-Country Skiing	349	0.72%	329	0.91%	126
Downhill Skiing	1,560	3.22%	1,695	4.71%	146
Snowboarding	94	0.19%	46	0.13%	68
Snowmobiling	47	0.10%	19	0.05%	50
Ice Skating	918	1.90%	1,076	2.99%	157
In-Line Skating	57	0.12%	41	0.12%	100
Bicycle Riding	4,938	10.19%	4,460	12.39%	122
Motorcycling	733	1.51%	418	1.16%	77
Archery	23	0.05%	20	0.06%	120
Fishing	234	0.48%	144	0.40%	83
Hunting	291	0.60%	388	1.08%	180
<b>Team Sports Personally Participated Past Year</b>					
Basketball	3,454	7.13%	2,520	7.00%	98
Baseball/Softball	1,515	3.13%	924	2.57%	82
Football	1,482	3.06%	1,349	3.75%	123
Soccer	4,737	9.78%	3,161	8.78%	90
Volleyball	1,774	3.66%	1,518	4.22%	115
Curling	1,843	3.81%	1,448	4.02%	106
Ice Hockey	2,162	4.46%	1,481	4.11%	92
Basketball	2,050	4.23%	768	2.13%	50
<b>Team Sports Participated Past Year - Frequency - 1-2 Times</b>					
Baseball/Softball	853	1.76%	584	1.62%	92
Football	838	1.73%	585	1.63%	94
Soccer	1,840	3.80%	1,180	3.28%	86
Volleyball	650	1.34%	583	1.62%	121
Curling	1,329	2.74%	966	2.68%	98
Ice Hockey	1,027	2.12%	446	1.24%	58
<b>Team Sports Participated Past Year - Frequency - 3-9 Times</b>					
Basketball	613	1.27%	446	1.24%	98
Baseball/Softball	289	0.60%	154	0.43%	72
Football	573	1.18%	728	2.02%	171
Soccer	348	0.72%	238	0.66%	92
Volleyball	755	1.56%	828	2.30%	147

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Curling	109	0.23%	89	0.25%	109
Ice Hockey	681	1.41%	612	1.70%	121
<b>Team Sports Participated Past Year - Frequency - 10+ Times</b>					
Basketball	791	1.63%	1,306	3.63%	223
Baseball/Softball	373	0.77%	186	0.52%	68
Football	71	0.15%	35	0.10%	67
Soccer	2,548	5.26%	1,743	4.84%	92
Volleyball	370	0.76%	106	0.30%	39
Curling	404	0.83%	393	1.09%	131
Ice Hockey	453	0.94%	423	1.18%	126
<b>Boating Personally Participated Past Year</b>					
Canoeing	3,698	7.63%	3,339	9.28%	122
Power Boating	1,965	4.06%	1,750	4.86%	120
Rowing	2,539	5.24%	1,693	4.70%	90
Sailing	2,518	5.20%	1,563	4.34%	83
Wind Surfing	1,450	2.99%	888	2.47%	83
<b>Boating Participated Past Year - Frequency - 1-2 Times</b>					
Canoeing	2,381	4.92%	1,884	5.23%	106
Power Boating	857	1.77%	651	1.81%	102
Rowing	1,757	3.63%	1,043	2.90%	80
Sailing	2,067	4.27%	1,225	3.40%	80
Wind Surfing	1,007	2.08%	686	1.91%	92
<b>Boating Participated Past Year - Frequency - 3-9 Times</b>					
Canoeing	938	1.94%	1,023	2.84%	146
Power Boating	785	1.62%	822	2.28%	141
Rowing	574	1.18%	521	1.45%	123
Sailing	301	0.62%	204	0.57%	92
<b>Boating Participated Past Year - Frequency - 10+ Times</b>					
Canoeing	379	0.78%	431	1.20%	154
Power Boating	324	0.67%	277	0.77%	115
Rowing	208	0.43%	129	0.36%	84
Sailing	150	0.31%	134	0.37%	119
Wind Surfing	442	0.91%	203	0.56%	62
<b>Activities Personally Attended Past Year</b>					
Live Theatre	18,627	38.45%	12,524	34.79%	90
Ballet	4,194	8.66%	2,784	7.73%	89
Opera	2,798	5.78%	1,773	4.92%	85
Music Concerts-Classical	4,592	9.48%	2,860	7.94%	84
Music Concerts-Popular	5,169	10.67%	4,044	11.24%	105
Music Concerts-Jazz	3,513	7.25%	2,498	6.94%	96
Music Concerts-Rock	7,081	14.62%	4,813	13.37%	91
Music Concerts-Country	2,947	6.08%	2,229	6.19%	102
Museum	15,040	31.04%	11,719	32.56%	105
Art Gallery	11,562	23.87%	8,751	24.31%	102

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Amusement Parks	7,602	15.69%	5,077	14.11%	90
Zoo/Aquariums	7,600	15.69%	5,825	16.18%	103
Spas	7,789	16.08%	6,420	17.84%	111
Local Arenas/Recreational Centers	11,765	24.28%	8,814	24.49%	101
Pubs/Sports Bars	20,071	41.43%	13,092	36.37%	88
Nightclubs/Bars	6,459	13.33%	4,561	12.67%	95
<b>Activities Attended Past Year - Frequency - 1-2 Times</b>					
Live Theatre	9,734	20.09%	6,963	19.34%	96
Ballet	2,957	6.10%	1,946	5.41%	89
Opera	1,749	3.61%	1,042	2.90%	80
Music Concerts-Classical	2,886	5.96%	1,344	3.73%	63
Music Concerts-Popular	2,543	5.25%	1,527	4.24%	81
Music Concerts-Jazz	2,286	4.72%	1,465	4.07%	86
Music Concerts-Rock	3,858	7.96%	3,041	8.45%	106
Music Concerts-Country	2,025	4.18%	1,538	4.27%	102
Museum	10,058	20.76%	7,131	19.81%	95
Art Gallery	7,894	16.30%	5,964	16.57%	102
Amusement Parks	5,952	12.29%	3,901	10.84%	88
Zoo/Aquariums	4,699	9.70%	3,251	9.03%	93
Spas	5,017	10.36%	4,070	11.31%	109
Local Arenas/Recreational Centers	5,294	10.93%	2,820	7.83%	72
Pubs/Sports Bars	6,341	13.09%	4,405	12.24%	94
Nightclubs/Bars	3,212	6.63%	2,359	6.55%	99
<b>Activities Attended Past Year - Frequency - 3-9 Times</b>					
Live Theatre	6,977	14.40%	4,013	11.15%	77
Ballet	1,237	2.55%	838	2.33%	91
Opera	940	1.94%	638	1.77%	91
Music Concerts-Classical	1,499	3.09%	1,363	3.79%	123
Music Concerts-Popular	2,023	4.18%	2,197	6.10%	146
Music Concerts-Jazz	882	1.82%	731	2.03%	112
Music Concerts-Rock	2,346	4.84%	1,124	3.12%	64
Music Concerts-Country	801	1.65%	634	1.76%	107
Museum	4,179	8.63%	4,184	11.62%	135
Art Gallery	2,579	5.32%	1,986	5.52%	104
Amusement Parks	1,629	3.36%	1,167	3.24%	96
Zoo/Aquariums	2,210	4.56%	2,075	5.77%	127
Spas	2,409	4.97%	2,088	5.80%	117
Local Arenas/Recreational Centers	2,342	4.84%	2,945	8.18%	169
Pubs/Sports Bars	9,045	18.67%	5,729	15.92%	85
Nightclubs/Bars	2,696	5.57%	1,984	5.51%	99
<b>Activities Attended Past Year - Frequency - 10+ Times</b>					
Live Theatre	1,916	3.96%	1,548	4.30%	109
Opera	108	0.22%	92	0.26%	118
Music Concerts-Classical	208	0.43%	153	0.43%	100

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Music Concerts-Popular	603	1.24%	320	0.89%	72
Music Concerts-Jazz	344	0.71%	302	0.84%	118
Music Concerts-Rock	878	1.81%	648	1.80%	99
Music Concerts-Country	122	0.25%	57	0.16%	64
Museum	803	1.66%	405	1.12%	67
Art Gallery	1,089	2.25%	801	2.23%	99
Amusement Parks	21	0.04%	9	0.03%	75
Zoo/Aquariums	692	1.43%	499	1.39%	97
Spas	363	0.75%	263	0.73%	97
Local Arenas/Recreational Centers	4,129	8.52%	3,049	8.47%	99
Pubs/Sports Bars	4,684	9.67%	2,958	8.22%	85
Nightclubs/Bars	551	1.14%	218	0.61%	54
<b>Pro Sports Events Personally Attended Past Year</b>					
Auto Racing	877	1.81%	688	1.91%	106
Baseball	2,306	4.76%	1,534	4.26%	89
Basketball	711	1.47%	530	1.47%	100
Football	1,856	3.83%	1,218	3.38%	88
Golf	739	1.53%	711	1.98%	129
Horse Racing	362	0.75%	254	0.71%	95
Hockey	3,898	8.05%	2,789	7.75%	96
Soccer	2,636	5.44%	1,711	4.75%	87
Tennis	598	1.23%	699	1.94%	158
Combat Sports (WWE, UFC)	343	0.71%	230	0.64%	90
<b>Pro Sports Events Attended Past Year - Frequency - 1-2 Times</b>					
Auto Racing	633	1.31%	460	1.28%	98
Baseball	1,772	3.66%	1,295	3.60%	98
Basketball	508	1.05%	432	1.20%	114
Football	1,341	2.77%	902	2.51%	91
Golf	359	0.74%	241	0.67%	91
Horse Racing	244	0.50%	176	0.49%	98
Hockey	3,183	6.57%	2,238	6.22%	95
Soccer	2,097	4.33%	1,487	4.13%	95
Tennis	348	0.72%	407	1.13%	157
Combat Sports (WWE, UFC)	141	0.29%	110	0.31%	107
<b>Pro Sports Events Attended Past Year - Frequency - 3-9 Times</b>					
Auto Racing	97	0.20%	98	0.27%	135
Baseball	475	0.98%	207	0.58%	59
Basketball	32	0.07%	14	0.04%	57
Football	73	0.15%	149	0.42%	280
Golf	27	0.06%	26	0.07%	117
Horse Racing	71	0.15%	44	0.12%	80
Hockey	523	1.08%	443	1.23%	114
Soccer	453	0.94%	184	0.51%	54
Tennis	160	0.33%	217	0.60%	182

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Combat Sports (WWE, UFC)	137	0.28%	80	0.22%	79
<b>Pro Sports Events Attended Past Year - Frequency - 10+ Times</b>					
Auto Racing	147	0.30%	129	0.36%	120
Baseball	59	0.12%	32	0.09%	75
Basketball	171	0.35%	85	0.24%	69
Football	442	0.91%	166	0.46%	51
Golf	354	0.73%	444	1.23%	168
Horse Racing	47	0.10%	33	0.09%	90
Hockey	193	0.40%	108	0.30%	75
Soccer	86	0.18%	41	0.11%	61
Tennis	90	0.19%	76	0.21%	111
Combat Sports (WWE, UFC)	64	0.13%	40	0.11%	85
<b>Fitness Participated Past Month</b>					
Aerobics	2,686	5.55%	1,960	5.45%	98
Exercise At Home	5,691	11.75%	4,687	13.02%	111
Health/Fitness Club	6,304	13.01%	5,148	14.30%	110
Jogging	4,342	8.96%	3,535	9.82%	110
Swimming	5,490	11.33%	4,175	11.60%	102
Walking/Hiking	15,075	31.12%	11,636	32.33%	104
Yoga/Pilates	1,831	3.78%	1,469	4.08%	108
<b>Fitness Participated Past Month - Once a week</b>					
Aerobics	104	0.21%	99	0.28%	133
Exercise At Home	815	1.68%	591	1.64%	98
Health/Fitness Club	998	2.06%	1,012	2.81%	136
Jogging	622	1.28%	515	1.43%	112
Swimming	844	1.74%	484	1.34%	77
Walking/Hiking	1,228	2.54%	1,196	3.32%	131
Yoga/Pilates	800	1.65%	724	2.01%	122
<b>Fitness Participated Past Month - 2-3 Times a week</b>					
Aerobics	996	2.06%	592	1.65%	80
Exercise At Home	2,817	5.81%	2,451	6.81%	117
Health/Fitness Club	2,935	6.06%	1,807	5.02%	83
Jogging	3,256	6.72%	2,597	7.22%	107
Swimming	2,351	4.85%	1,559	4.33%	89
Walking/Hiking	4,832	9.97%	3,779	10.50%	105
Yoga/Pilates	342	0.71%	224	0.62%	87
<b>Fitness Participated Past Month - 4-7 Times a week</b>					
Aerobics	1,466	3.03%	1,191	3.31%	109
Exercise At Home	1,482	3.06%	1,263	3.51%	115
Health/Fitness Club	1,111	2.29%	1,172	3.26%	142
Jogging	31	0.06%	13	0.04%	67
Swimming	748	1.54%	505	1.40%	91
Walking/Hiking	8,769	18.10%	6,494	18.04%	100
Yoga/Pilates	381	0.79%	269	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	121	0.25%	78	0.22%	88
Exercise At Home	577	1.19%	382	1.06%	89
Health/Fitness Club	1,260	2.60%	1,158	3.22%	124
Jogging	433	0.89%	410	1.14%	128
Swimming	1,548	3.20%	1,627	4.52%	141
Walking/Hiking	246	0.51%	167	0.46%	90
Yoga/Pilates	307	0.63%	251	0.70%	111
<b>Sports Participated Past Month</b>					
Bowling	1,040	2.15%	769	2.14%	100
Golf	1,489	3.07%	1,307	3.63%	118
Tennis	342	0.71%	297	0.82%	115
Cross-Country Skiing	532	1.10%	377	1.05%	95
Downhill Skiing	1,281	2.64%	1,459	4.05%	153
Snowboarding	108	0.22%	46	0.13%	59
Snowmobiling	78	0.16%	35	0.10%	63
Ice Skating	698	1.44%	684	1.90%	132
Bicycle Riding	5,321	10.98%	4,492	12.48%	114
Motorcycling	897	1.85%	635	1.77%	96
Archery	165	0.34%	156	0.43%	126
Fishing	222	0.46%	134	0.37%	80
Hunting	83	0.17%	117	0.32%	188
<b>Sports Participated Past Month - Once a week</b>					
Bowling	62	0.13%	55	0.15%	115
Golf	750	1.55%	680	1.89%	122
Downhill Skiing	436	0.90%	1,037	2.88%	320
Ice Skating	631	1.30%	612	1.70%	131
Bicycle Riding	422	0.87%	433	1.20%	138
Motorcycling	359	0.74%	217	0.60%	81
Fishing	21	0.04%	20	0.06%	150
<b>Sports Participated Past Month - 2-3 Times a week</b>					
Golf	122	0.25%	242	0.67%	268
Tennis	139	0.29%	185	0.51%	176
Cross-Country Skiing	377	0.78%	306	0.85%	109
Downhill Skiing	198	0.41%	98	0.27%	66
Ice Skating	67	0.14%	72	0.20%	143
Bicycle Riding	2,277	4.70%	2,087	5.80%	123
Motorcycling	96	0.20%	83	0.23%	115
<b>Sports Participated Past Month - 4-7 Times a week</b>					
Golf	0	0.00%	0	0.00%	
Bicycle Riding	1,414	2.92%	1,015	2.82%	97
Motorcycling	388	0.80%	289	0.80%	100
<b>Sports Participated Past Month - Less often</b>					
Bowling	978	2.02%	713	1.98%	98

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Golf	617	1.27%	386	1.07%	84
Tennis	203	0.42%	112	0.31%	74
Cross-Country Skiing	155	0.32%	71	0.20%	63
Downhill Skiing	647	1.34%	324	0.90%	67
Snowboarding	108	0.22%	46	0.13%	59
Snowmobiling	78	0.16%	35	0.10%	63
Ice Skating	0	0.00%	0	0.00%	
Bicycle Riding	1,208	2.49%	956	2.66%	107
Motorcycling	53	0.11%	47	0.13%	118
Archery	165	0.34%	156	0.43%	126
Fishing	202	0.42%	114	0.32%	76
Hunting	83	0.17%	117	0.32%	188
<b>Team Sports Participated Past Month</b>					
Basketball	1,285	2.65%	1,257	3.49%	132
Baseball/Softball	357	0.74%	277	0.77%	104
Football	446	0.92%	279	0.77%	84
Soccer	2,412	4.98%	1,904	5.29%	106
Volleyball	605	1.25%	267	0.74%	59
Curling	307	0.63%	213	0.59%	94
Ice Hockey	1,232	2.54%	1,190	3.31%	130
<b>Team Sports Participated Past Month - Once a week</b>					
Basketball	386	0.80%	220	0.61%	76
Baseball/Softball	44	0.09%	26	0.07%	78
Soccer	551	1.14%	388	1.08%	95
Volleyball	103	0.21%	15	0.04%	19
Curling	159	0.33%	99	0.27%	82
Ice Hockey	302	0.62%	608	1.69%	273
<b>Team Sports Participated Past Month - 2-3 Times a week</b>					
Basketball	801	1.65%	974	2.71%	164
Baseball/Softball	289	0.60%	240	0.67%	112
Soccer	982	2.03%	681	1.89%	93
Curling	78	0.16%	72	0.20%	125
Ice Hockey	517	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	446	0.92%	279	0.77%	84
Soccer	879	1.82%	835	2.32%	127
Volleyball	502	1.04%	252	0.70%	67
Curling	71	0.15%	42	0.12%	80
Ice Hockey	413	0.85%	261	0.73%	86
<b>Fitness Club - Personally a Member</b>	8,993	18.56%	6,302	17.51%	94
<b>Children In Sports - Any Children in Household Enrolled in Sports Activities</b>	4,632	17.51%	3,046	17.35%	99

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
	<b>Children in Sports Participated</b>				
Basketball	786	2.97%	629	3.58%	121
Baseball	776	2.93%	398	2.27%	77
Gymnastics	751	2.84%	344	1.96%	69
Hockey	704	2.66%	554	3.16%	119
Ice Skating	544	2.06%	264	1.50%	73
Martial Arts	841	3.18%	610	3.48%	109
Skiing/Snowboarding	623	2.36%	443	2.53%	107
Soccer	2,117	8.00%	1,555	8.86%	111
Swimming	1,878	7.10%	1,251	7.13%	100
Tennis	243	0.92%	143	0.81%	88
Other	1,671	6.31%	1,194	6.80%	108
<b>Children in Sports Participated - Once per week</b>					
Basketball	190	0.72%	158	0.90%	125
Baseball	161	0.61%	82	0.47%	77
Gymnastics	393	1.48%	152	0.87%	59
Hockey	206	0.78%	193	1.10%	141
Ice Skating	142	0.54%	43	0.25%	46
Martial Arts	117	0.44%	83	0.47%	107
Skiing/Snowboarding	210	0.79%	193	1.10%	139
Soccer	144	0.54%	126	0.72%	133
Swimming	817	3.09%	471	2.68%	87
Tennis	17	0.06%	36	0.20%	333
Other	582	2.20%	411	2.34%	106
<b>Children in Sports Participated - 2-3 times per week</b>					
Basketball	500	1.89%	379	2.16%	114
Baseball	343	1.30%	199	1.13%	87
Gymnastics	144	0.55%	92	0.53%	96
Hockey	184	0.70%	121	0.69%	99
Ice Skating	87	0.33%	65	0.37%	112
Martial Arts	70	0.27%	37	0.21%	78
Skiing/Snowboarding	312	1.18%	188	1.07%	91
Soccer	1,465	5.54%	956	5.45%	98
Swimming	891	3.37%	583	3.32%	99
Other	576	2.18%	301	1.72%	79
<b>Children in Sports Participated - 4-7 times per week</b>					
Basketball	51	0.19%	63	0.36%	189
Baseball	40	0.15%	38	0.22%	147
Hockey	101	0.38%	75	0.43%	113
Martial Arts	437	1.65%	368	2.10%	127
Soccer	210	0.79%	280	1.59%	201
Swimming	72	0.27%	49	0.28%	104
Other	315	1.19%	331	1.89%	159
<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	232	0.88%	79	0.45%	51
Gymnastics	215	0.81%	99	0.57%	70
Hockey	212	0.80%	165	0.94%	118
Ice Skating	315	1.19%	155	0.88%	74
Martial Arts	217	0.82%	123	0.70%	85
Skiing/Snowboarding	102	0.39%	62	0.36%	92
Soccer	298	1.13%	193	1.10%	97
Swimming	98	0.37%	147	0.84%	227
Tennis	226	0.86%	107	0.61%	71
Other	197	0.75%	150	0.86%	115
<b>Sports Goods Household Owns</b>					
All Terrain Vehicle	566	2.14%	368	2.09%	98
Motorhome/RV	953	3.60%	727	4.14%	115
Camper/Trailer	1,899	7.18%	1,434	8.17%	114
Snowmobile	191	0.72%	99	0.56%	78
Bicycle	7,829	29.59%	6,080	34.64%	117
Sailboat	600	2.27%	520	2.96%	130
Windsurfer/Surfboard	824	3.11%	711	4.05%	130
Personal Water Craft	284	1.07%	130	0.74%	69
Power Boat - Inboard Motor	388	1.47%	320	1.82%	124
Power Boat - Outboard Motor	1,250	4.73%	609	3.47%	73
Boating Equipment	2,398	9.06%	1,616	9.21%	102
Camping Equipment	6,547	24.74%	4,387	24.99%	101
Exercise Equipment	4,751	17.96%	3,409	19.42%	108
Fishing Equipment	2,854	10.79%	1,613	9.19%	85
Golf Equipment	3,265	12.34%	2,430	13.85%	112
Hockey Equipment	1,374	5.19%	834	4.75%	92
Hunting Equipment	1,356	5.13%	572	3.26%	64
Ski Equipment-Cross-Country	1,416	5.35%	1,506	8.58%	160
Ski Equipment-Downhill	2,889	10.92%	2,812	16.02%	147
Snowboarding Equipment	494	1.87%	345	1.97%	105
Other	2,880	10.89%	2,076	11.83%	109
<b>Sports Goods Household Bought Past Year</b>					
All Terrain Vehicle	314	1.19%	100	0.57%	48
Motorhome/RV	93	0.35%	54	0.31%	89
Camper/Trailer	417	1.58%	238	1.35%	85
Snowmobile	174	0.66%	126	0.72%	109
Bicycle	1,340	5.07%	854	4.87%	96
Sailboat	85	0.32%	36	0.21%	66
Windsurfer/Surfboard	89	0.34%	80	0.45%	132
Personal Water Craft	114	0.43%	60	0.34%	79
Power Boat - Inboard Motor	105	0.40%	86	0.49%	123
Power Boat - Outboard Motor	96	0.36%	44	0.25%	69
Boating Equipment	482	1.82%	414	2.36%	130

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Camping Equipment	1,122	4.24%	558	3.18%	75
Exercise Equipment	1,132	4.28%	700	3.99%	93
Fishing Equipment	669	2.53%	348	1.99%	79
Golf Equipment	364	1.38%	311	1.77%	128
Hockey Equipment	210	0.80%	190	1.08%	135
Hunting Equipment	754	2.85%	351	2.00%	70
Ski Equipment-Cross-Country	257	0.97%	170	0.97%	100
Ski Equipment-Downhill	623	2.36%	667	3.80%	161
Snowboarding Equipment	351	1.33%	101	0.57%	43
Other	5,324	20.12%	3,462	19.73%	98
<b>Sports Goods - \$ Personally Spent Past Year</b>					
\$1-\$100	19,347	39.93%	14,491	40.26%	101
\$101-\$200	8,570	17.69%	6,619	18.39%	104
\$201-\$500	5,182	10.70%	4,393	12.20%	114
\$501-\$750	1,835	3.79%	1,681	4.67%	123
\$751-\$1,000	1,046	2.16%	1,228	3.41%	158
\$1,000+	1,572	3.25%	1,417	3.94%	121
<b>Sports Goods - \$ Personally Spent Past Year - Equipment</b>					
\$1-\$100	9,523	19.66%	6,419	17.83%	91
\$101-\$200	3,319	6.85%	2,603	7.23%	106
\$201-\$500	2,228	4.60%	1,946	5.41%	118
\$501-\$750	511	1.05%	387	1.07%	102
\$751-\$1,000	890	1.84%	1,084	3.01%	164
\$1,000+	1,479	3.05%	1,333	3.70%	121
<b>Sports Goods - \$ Personally Spent Past Year - Clothing</b>					
\$1-\$100	9,824	20.28%	8,072	22.42%	111
\$101-\$200	5,251	10.84%	4,016	11.16%	103
\$201-\$500	2,954	6.10%	2,447	6.80%	111
\$501-\$750	1,324	2.73%	1,294	3.60%	132
\$751-\$1,000	156	0.32%	144	0.40%	125
\$1,000+	94	0.19%	84	0.23%	121
<b>Sports Goods - Where Bought Past Year - Equipment</b>					
Atmosphere	654	1.35%	311	0.87%	64
Canadian Tire	5,357	11.06%	3,627	10.08%	91
Champs	246	0.51%	216	0.60%	118
Costco	2,745	5.67%	1,920	5.33%	94
Foot Locker	270	0.56%	292	0.81%	145
Golf Town	515	1.06%	550	1.53%	144
Lululemon	673	1.39%	796	2.21%	159
Mountain Equipment Co-op	4,692	9.68%	3,663	10.18%	105
Play It Again Sports	302	0.62%	123	0.34%	55
Running Room	725	1.50%	380	1.06%	71
SAIL	179	0.37%	143	0.40%	108
Sport Chek/Sports Experts	3,604	7.44%	2,871	7.98%	107

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Walmart	1,985	4.10%	961	2.67%	65
Winners	1,358	2.80%	929	2.58%	92
Other Stores	7,503	15.49%	4,905	13.63%	88
<b>Sports Goods - Where Bought Past Year - Clothing</b>					
Canadian Tire	1,528	3.16%	668	1.86%	59
Champs	296	0.61%	269	0.75%	123
Costco	2,786	5.75%	2,945	8.18%	142
Foot Locker	977	2.02%	663	1.84%	91
Golf Town	782	1.61%	907	2.52%	157
Lululemon	1,415	2.92%	1,298	3.61%	124
Mountain Equipment Co-op	4,518	9.33%	4,645	12.90%	138
Play It Again Sports	581	1.20%	255	0.71%	59
Running Room	1,417	2.93%	973	2.70%	92
SAIL	206	0.43%	212	0.59%	137
Sport Chek/Sports Experts	4,690	9.68%	3,832	10.65%	110
Tommy & Lefevre	359	0.74%	285	0.79%	107
Walmart	2,121	4.38%	897	2.49%	57
Winners	1,944	4.01%	1,519	4.22%	105
Other Stores	10,012	20.67%	7,219	20.05%	97
Not Stated	3,712	7.66%	2,179	6.05%	79
<b>Public Activities Personally Did Past 2 Years</b>					
Wrote To A Public Official	7,732	15.96%	6,742	18.73%	117
Wrote To An Editor Of A Newspaper/Magazine	2,966	6.12%	2,095	5.82%	95
Were Active In Social Issue/Comm. Project	7,400	15.28%	5,572	15.48%	101
Worked For A Political Party/Candidate	3,267	6.74%	2,517	6.99%	104
Did Volunteer Work	21,628	44.64%	16,888	46.92%	105
<b>Movies - Personally Attended/Past 12 Months</b>	29,787	61.49%	20,825	57.85%	94
<b>Movies - Went Last Time</b>					
In Past 7 Days	3,602	7.43%	2,741	7.61%	102
In Past 2 Weeks	6,058	12.50%	4,715	13.10%	105
In Past 3 Weeks	9,421	19.45%	6,652	18.48%	95
In Past Month	13,474	27.81%	9,099	25.28%	91
In Past 2 Months	18,543	38.28%	12,568	34.91%	91
In Past 3 Months	22,859	47.18%	16,069	44.64%	95
Longer Ago	6,371	13.15%	5,228	14.52%	110
<b>Movies - # Times Watched - Past Week</b>					
1 (L)	3,100	6.40%	2,516	6.99%	109
2-3 (M)	501	1.04%	225	0.63%	61
<b>Movies - # Times Watched - Past Month (excl. Past Week)</b>					
1 (L)	6,697	13.82%	4,966	13.79%	100
2-3 (M)	3,868	7.98%	2,374	6.59%	83
4-5 (H)	382	0.79%	244	0.68%	86
6+ (H)	514	1.06%	117	0.32%	30
<b>Movies - # Times Watched - Past 3 Months (Excl Past Week and Past Month)</b>					
1 (L)	8,505	17.56%	6,505	18.07%	103

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
2-3 (M)	6,757	13.95%	4,161	11.56%	83
4-5 (H)	4,092	8.45%	2,484	6.90%	82
6+ (H)	974	2.01%	1,179	3.28%	163
<b>Movies Type Watched</b>					
Action/Adventure	17,380	35.88%	12,810	35.59%	99
Animated	10,276	21.21%	6,338	17.61%	83
Comedy	13,348	27.55%	9,651	26.81%	97
Drama	15,673	32.35%	12,910	35.86%	111
Family/Children Oriented	9,358	19.32%	5,568	15.47%	80
Foreign	8,009	16.53%	4,842	13.45%	81
Horror	4,520	9.33%	2,058	5.72%	61
Science Fiction	11,264	23.25%	8,077	22.44%	97
Other	5,848	12.07%	3,336	9.27%	77
<b>Movies Type Watched - Most Often</b>					
Action/Adventure	9,499	19.61%	5,778	16.05%	82
Animated	986	2.04%	634	1.76%	86
Comedy	3,144	6.49%	1,698	4.72%	73
Drama	5,628	11.62%	5,090	14.14%	122
Family/Children Oriented	3,356	6.93%	2,557	7.10%	102
Foreign	875	1.81%	572	1.59%	88
Horror	679	1.40%	346	0.96%	69
Science Fiction	3,200	6.61%	2,512	6.98%	106
Other	788	1.63%	753	2.09%	128
<b>Movies Type Watched - Sometimes</b>					
Action/Adventure	7,881	16.27%	7,032	19.53%	120
Animated	9,290	19.18%	5,704	15.85%	83
Comedy	10,204	21.06%	7,953	22.09%	105
Drama	10,045	20.73%	7,819	21.72%	105
Family/Children Oriented	6,003	12.39%	3,011	8.36%	67
Foreign	7,134	14.73%	4,270	11.86%	81
Horror	3,841	7.93%	1,712	4.76%	60
Science Fiction	8,064	16.65%	5,566	15.46%	93
Other	5,061	10.45%	2,583	7.18%	69
<b>Casinos - Personally Visited In Past 12 Months</b>	5,366	11.08%	3,224	8.96%	81
<b>Casinos - # Times Visited Past 3 Months</b>					
None	1,308	2.70%	708	1.97%	73
1-2 (L)	2,532	5.23%	1,612	4.48%	86
3-4 (M)	497	1.03%	184	0.51%	50
5-6 (M)	472	0.97%	330	0.92%	95
7+ (H)	558	1.15%	389	1.08%	94
<b>Lottery Tickets - Bought/Past 12 months</b>	18,241	37.65%	12,036	33.44%	89
<b>Lottery Tickets - \$ Spent Average Month</b>					
Less Than \$5.00	4,377	9.04%	2,285	6.35%	70
\$5.00-\$9.99	4,012	8.28%	2,307	6.41%	77

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
\$10.00-\$19.99	4,976	10.27%	3,611	10.03%	98
\$20.00-\$29.99	2,964	6.12%	2,480	6.89%	113
\$30.00 or More	1,911	3.94%	1,352	3.76%	95
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$1 Tickets</b>					
1+	5,152	10.63%	3,606	10.02%	94
1	2,558	5.28%	1,957	5.44%	103
2-3	1,894	3.91%	969	2.69%	69
4+	700	1.45%	679	1.89%	130
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$2 Tickets</b>					
1+	4,403	9.09%	2,910	8.09%	89
1	2,665	5.50%	1,484	4.12%	75
2-3	1,638	3.38%	1,368	3.80%	112
4+	99	0.21%	58	0.16%	76
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$3 Tickets</b>					
1+	1,938	4.00%	1,201	3.34%	84
1	777	1.60%	542	1.51%	94
2-3	853	1.76%	422	1.17%	66
4+	309	0.64%	236	0.66%	103
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$4 Tickets</b>					
1+	934	1.93%	456	1.27%	66
1	274	0.57%	111	0.31%	54
2-3	475	0.98%	245	0.68%	69
4+	185	0.38%	100	0.28%	74
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$5 Tickets</b>					
1+	5,180	10.69%	2,915	8.10%	76
1	2,554	5.27%	1,135	3.15%	60
2-3	888	1.83%	714	1.98%	108
4+	1,738	3.59%	1,066	2.96%	82
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$7 Tickets</b>					
1+	553	1.14%	606	1.68%	147
1	57	0.12%	55	0.15%	125
2-3	3	0.01%	1	0.00%	0
4+	493	1.02%	550	1.53%	150
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$10 Tickets</b>					
1+	1,341	2.77%	605	1.68%	61
1	1,047	2.16%	443	1.23%	57
2-3	187	0.39%	94	0.26%	67
4+	107	0.22%	68	0.19%	86
<b>Lottery Tickets Types - # Bought Avg Month - Scratch - \$20 Tickets</b>					
1+	443	0.91%	217	0.60%	66
1	241	0.50%	102	0.28%	56
2-3	98	0.20%	39	0.11%	55
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>	3,904	8.06%	2,915	8.10%	100
<b>Lottery Tickets-Lotteries for Charity - Foundation Bought from Past Year</b>					
Canadian Cancer Society	688	1.42%	700	1.94%	137
Canadian National Institute for the Blind (CNIB)	69	0.14%	40	0.11%	79
Canadian Red Cross Ontario Lottery	129	0.27%	44	0.12%	44
Heart & Stroke Lottery	352	0.73%	217	0.60%	82
Princess Margaret Hospital	196	0.41%	131	0.36%	88
Sick Children's Hospital	1,102	2.27%	818	2.27%	100
<b>Betting Games - Personally Played Past Year</b>	460	0.95%	306	0.85%	89
<b>Betting Games - Personally Bought Past 12 Months</b>	139	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. 2018

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.