

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Weight - Population of age 15 and over	57,379		41,761		
Weight - Household Total	30,542		19,128		
Leisure Activities Personally Participated Past 12 Months					
Baking From Scratch	26,666	46.47%	19,697	47.17%	102
Billiards	1,585	2.76%	1,646	3.94%	143
Bird Watching	5,754	10.03%	4,492	10.76%	107
Camping	11,885	20.71%	8,242	19.74%	95
Collecting: Coins/Stamps	4,256	7.42%	3,114	7.46%	101
Crafts	14,548	25.35%	11,028	26.41%	104
Dancing	7,073	12.33%	5,394	12.92%	105
Sewing/Knitting	7,682	13.39%	5,690	13.62%	102
Entertaining At Home	12,555	21.88%	10,257	24.56%	112
Gardening	21,214	36.97%	16,735	40.07%	108
Genealogy/Family Tree	3,245	5.66%	1,955	4.68%	83
Gourmet Cooking	9,104	15.87%	7,078	16.95%	107
Photography	9,668	16.85%	6,627	15.87%	94
Woodworking: Building/Stripping/Refinishing/Staining	3,912	6.82%	3,741	8.96%	131
Leisure Activities Participated Past 12 Months - Frequency - 1-2 Times					
Baking From Scratch	4,815	8.39%	3,552	8.50%	101
Billiards	897	1.56%	456	1.09%	70
Bird Watching	2,048	3.57%	1,476	3.54%	99
Camping	7,665	13.36%	4,916	11.77%	88
Collecting: Coins/Stamps	1,356	2.36%	920	2.20%	93
Crafts	2,054	3.58%	1,385	3.32%	93
Dancing	1,311	2.29%	969	2.32%	101
Sewing/Knitting	1,956	3.41%	1,394	3.34%	98
Entertaining At Home	3,958	6.90%	3,251	7.79%	113
Gardening	2,209	3.85%	1,811	4.34%	113
Genealogy/Family Tree	1,001	1.75%	628	1.50%	86
Gourmet Cooking	1,215	2.12%	845	2.02%	95
Photography	1,130	1.97%	695	1.66%	84
Woodworking: Building/Stripping/Refinishing/Staining	897	1.56%	724	1.73%	111
Leisure Activities Participated Past 12 Months - Frequency - 3-9 Times					
Baking From Scratch	8,092	14.10%	6,103	14.61%	104
Billiards	246	0.43%	232	0.56%	130
Bird Watching	1,672	2.91%	1,247	2.99%	103
Camping	3,266	5.69%	2,510	6.01%	106
Collecting: Coins/Stamps	1,987	3.46%	1,592	3.81%	110
Crafts	5,564	9.70%	3,911	9.37%	97
Dancing	2,509	4.37%	1,668	3.99%	91
Sewing/Knitting	2,357	4.11%	1,910	4.57%	111
Entertaining At Home	5,119	8.92%	4,144	9.92%	111
Gardening	7,354	12.82%	6,259	14.99%	117
Genealogy/Family Tree	1,049	1.83%	359	0.86%	47

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	Value	Percent	Value	Percent	Index
Gourmet Cooking	1,506	2.62%	1,124	2.69%	103
Photography	3,847	6.70%	2,563	6.14%	92
Woodworking: Building/Stripping/Refinishing/Staining	2,343	4.08%	2,683	6.42%	157
Leisure Activities Participated Past 12 Months - Frequency - 10+ Times					
Baking From Scratch	13,759	23.98%	10,043	24.05%	100
Billiards	441	0.77%	958	2.29%	297
Bird Watching	2,033	3.54%	1,768	4.24%	120
Camping	955	1.66%	816	1.95%	117
Collecting: Coins/Stamps	914	1.59%	601	1.44%	91
Crafts	6,930	12.08%	5,732	13.73%	114
Dancing	3,252	5.67%	2,756	6.60%	116
Sewing/Knitting	3,369	5.87%	2,385	5.71%	97
Entertaining At Home	3,478	6.06%	2,862	6.85%	113
Gardening	11,651	20.31%	8,665	20.75%	102
Genealogy/Family Tree	1,195	2.08%	968	2.32%	112
Gourmet Cooking	6,384	11.13%	5,109	12.24%	110
Photography	4,691	8.18%	3,369	8.07%	99
Woodworking: Building/Stripping/Refinishing/Staining	672	1.17%	335	0.80%	68
Fitness Participated Past 12 Months					
Aerobics/Fitness	5,955	10.38%	3,662	8.77%	84
Exercise At Home	19,722	34.37%	13,751	32.93%	96
Health/Fitness Club	4,237	7.38%	3,102	7.43%	101
Jogging	7,325	12.77%	6,466	15.48%	121
Swimming	7,959	13.87%	6,052	14.49%	104
Walking/Hiking	27,702	48.28%	20,641	49.43%	102
Yoga/Pilates	5,745	10.01%	4,427	10.60%	106
Fitness Participated Past 12 Months - Frequency - 1-2 Times					
Aerobics/Fitness	1,370	2.39%	260	0.62%	26
Exercise At Home	903	1.57%	602	1.44%	92
Health/Fitness Club	875	1.53%	601	1.44%	94
Jogging	1,247	2.17%	1,049	2.51%	116
Swimming	2,055	3.58%	1,558	3.73%	104
Walking/Hiking	2,495	4.35%	1,807	4.33%	100
Yoga/Pilates	329	0.57%	155	0.37%	65
Fitness Participated Past 12 Months - Frequency - 3-9 Times					
Aerobics/Fitness	713	1.24%	552	1.32%	106
Exercise At Home	2,269	3.96%	1,934	4.63%	117
Health/Fitness Club	738	1.29%	604	1.45%	112
Jogging	1,812	3.16%	1,360	3.26%	103
Swimming	2,913	5.08%	2,494	5.97%	118
Walking/Hiking	3,126	5.45%	2,843	6.81%	125
Yoga/Pilates	1,038	1.81%	758	1.82%	101
Fitness Participated Past 12 Months - Frequency - 10+ Times					
Aerobics/Fitness	3,873	6.75%	2,851	6.83%	101

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	Value	Percent	Value	Percent	Index
Exercise At Home	16,550	28.84%	11,215	26.86%	93
Health/Fitness Club	2,624	4.57%	1,898	4.55%	100
Jogging	4,266	7.44%	4,058	9.72%	131
Swimming	2,991	5.21%	1,999	4.79%	92
Walking/Hiking	22,081	38.48%	15,991	38.29%	100
Yoga/Pilates	4,378	7.63%	3,513	8.41%	110
Sports Participated Past 12 Months					
Bowling	2,782	4.85%	2,308	5.53%	114
Golf	6,014	10.48%	6,123	14.66%	140
Tennis	3,242	5.65%	3,199	7.66%	136
Cross-Country Skiing	1,717	2.99%	1,547	3.70%	124
Downhill Skiing	3,162	5.51%	2,432	5.82%	106
Snowboarding	2,343	4.08%	1,866	4.47%	110
Snowmobiling	1,380	2.41%	837	2.01%	83
Ice Skating	3,626	6.32%	2,420	5.80%	92
In-Line Skating	822	1.43%	458	1.10%	77
Bicycle Riding	9,072	15.81%	6,779	16.23%	103
Motorcycling	1,265	2.21%	821	1.97%	89
Archery	1,229	2.14%	934	2.24%	105
Fishing	5,896	10.28%	4,163	9.97%	97
Hunting	1,392	2.43%	604	1.45%	60
Sports Participated Past 12 Months - Frequency - 1-2 Times					
Bowling	1,710	2.98%	1,614	3.87%	130
Golf	1,746	3.04%	1,292	3.09%	102
Tennis	601	1.05%	597	1.43%	136
Cross-Country Skiing	951	1.66%	883	2.12%	128
Downhill Skiing	2,056	3.58%	1,214	2.91%	81
Snowboarding	1,080	1.88%	1,104	2.64%	140
Snowmobiling	894	1.56%	343	0.82%	53
Ice Skating	2,189	3.81%	1,358	3.25%	85
In-Line Skating	217	0.38%	76	0.18%	47
Bicycle Riding	1,550	2.70%	1,172	2.81%	104
Motorcycling	450	0.79%	301	0.72%	91
Archery	559	0.97%	373	0.89%	92
Fishing	2,854	4.97%	1,932	4.63%	93
Hunting	772	1.35%	389	0.93%	69
Sports Participated Past 12 Months - Frequency - 3-9 Times					
Bowling	759	1.32%	478	1.15%	87
Golf	2,283	3.98%	2,330	5.58%	140
Tennis	1,851	3.23%	2,264	5.42%	168
Cross-Country Skiing	459	0.80%	295	0.71%	89
Downhill Skiing	947	1.65%	1,111	2.66%	161
Snowboarding	1,134	1.98%	733	1.75%	88
Snowmobiling	417	0.73%	477	1.14%	156

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	Value	Percent	Value	Percent	Index
Ice Skating	986	1.72%	707	1.69%	98
In-Line Skating	369	0.64%	206	0.49%	77
Bicycle Riding	3,338	5.82%	2,992	7.17%	123
Motorcycling	330	0.58%	275	0.66%	114
Archery	552	0.96%	490	1.17%	122
Fishing	2,568	4.48%	2,050	4.91%	110
Hunting	419	0.73%	120	0.29%	40
Sports Participated Past 12 Months - Frequency - 10+ Times					
Bowling	313	0.55%	215	0.52%	95
Golf	1,986	3.46%	2,501	5.99%	173
Tennis	790	1.38%	338	0.81%	59
Cross-Country Skiing	306	0.53%	368	0.88%	166
Downhill Skiing	158	0.28%	107	0.26%	93
Snowboarding	129	0.22%	29	0.07%	32
Snowmobiling	69	0.12%	17	0.04%	33
Ice Skating	451	0.79%	356	0.85%	108
In-Line Skating	235	0.41%	175	0.42%	102
Bicycle Riding	4,184	7.29%	2,615	6.26%	86
Motorcycling	485	0.85%	245	0.59%	69
Archery	118	0.21%	71	0.17%	81
Fishing	473	0.82%	180	0.43%	52
Hunting	202	0.35%	95	0.23%	66
Team Sports Participated Past 12 Months					
Basketball	4,220	7.36%	3,496	8.37%	114
Baseball/Softball	1,122	1.96%	808	1.94%	99
Football	1,317	2.29%	1,231	2.95%	129
Soccer	3,196	5.57%	2,313	5.54%	99
Volleyball	3,168	5.52%	3,071	7.35%	133
Curling	1,330	2.32%	831	1.99%	86
Ice Hockey	2,043	3.56%	1,630	3.90%	110
Team Sports Participated Past 12 Months - Frequency - 1-2 Times					
Basketball	710	1.24%	359	0.86%	69
Baseball/Softball	263	0.46%	54	0.13%	28
Football	78	0.14%	49	0.12%	86
Soccer	1,086	1.89%	597	1.43%	76
Volleyball	1,035	1.81%	1,037	2.48%	137
Curling	670	1.17%	502	1.20%	103
Ice Hockey	764	1.33%	309	0.74%	56
Team Sports Participated Past 12 Months - Frequency - 3-9 Times					
Basketball	1,212	2.11%	1,242	2.98%	141
Baseball/Softball	653	1.14%	520	1.25%	110
Football	999	1.74%	925	2.22%	128
Soccer	1,371	2.39%	1,164	2.79%	117
Volleyball	1,469	2.56%	1,276	3.06%	120

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	Value	Percent	Value	Percent	Index
Curling	320	0.56%	225	0.54%	96
Ice Hockey	518	0.90%	453	1.08%	120
Team Sports Participated Past 12 Months - Frequency - 10+ Times					
Basketball	2,299	4.01%	1,895	4.54%	113
Baseball/Softball	206	0.36%	233	0.56%	156
Football	239	0.42%	258	0.62%	148
Soccer	738	1.29%	552	1.32%	102
Volleyball	663	1.16%	757	1.81%	156
Curling	339	0.59%	104	0.25%	42
Ice Hockey	761	1.33%	868	2.08%	156
Boating Participated Past 12 Months					
Canoeing	2,621	4.57%	2,061	4.94%	108
Power Boating	1,560	2.72%	1,072	2.57%	94
Rowing	957	1.67%	606	1.45%	87
Sailing	668	1.16%	833	2.00%	172
Wind Surfing	106	0.19%	112	0.27%	142
Boating Participated Past 12 Months - Frequency - 1-2 Times					
Canoeing	1,176	2.05%	929	2.23%	109
Power Boating	531	0.93%	432	1.04%	112
Rowing	726	1.27%	445	1.07%	84
Sailing	434	0.76%	477	1.14%	150
Wind Surfing	106	0.19%	112	0.27%	142
Boating Participated Past 12 Months - Frequency - 3-9 Times					
Canoeing	950	1.66%	805	1.93%	116
Power Boating	561	0.98%	220	0.53%	54
Rowing	163	0.29%	94	0.23%	79
Sailing	133	0.23%	66	0.16%	70
Boating Participated Past 12 Months - Frequency - 10+ Times					
Canoeing	495	0.86%	327	0.78%	91
Power Boating	468	0.82%	419	1.00%	122
Rowing	67	0.12%	66	0.16%	133
Sailing	100	0.18%	290	0.69%	383
Fitness Attended/Participated Past Month					
Aerobics	3,617	6.30%	2,879	6.90%	110
Exercise At Home	16,534	28.82%	11,181	26.77%	93
Health/Fitness Club	2,464	4.29%	1,862	4.46%	104
Jogging	4,744	8.27%	4,414	10.57%	128
Swimming	2,888	5.03%	2,000	4.79%	95
Walking/Hiking	22,581	39.36%	15,602	37.36%	95
Yoga/Pilates	4,475	7.80%	3,676	8.80%	113
Sports Personally Attended/Participated Past Month					
Bowling	297	0.52%	240	0.57%	110
Golf	2,105	3.67%	2,114	5.06%	138
Tennis	739	1.29%	459	1.10%	85

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	Value	Percent	Value	Percent	Index
Cross-Country Skiing	284	0.50%	387	0.93%	186
Downhill Skiing	158	0.28%	106	0.25%	89
Snowboarding	98	0.17%	25	0.06%	35
Snowmobiling	69	0.12%	16	0.04%	33
Ice Skating	506	0.88%	662	1.58%	180
In-Line Skating	184	0.32%	107	0.26%	81
Bicycle Riding	3,986	6.95%	2,570	6.16%	89
Motorcycling	559	0.97%	259	0.62%	64
Fishing	480	0.84%	205	0.49%	58
Hunting	85	0.15%	56	0.13%	87
Team Sports Attended/Participated Past Month					
Basketball	1,940	3.38%	2,513	6.02%	178
Baseball/Softball	240	0.42%	209	0.50%	119
Football	356	0.62%	269	0.65%	105
Soccer	1,001	1.75%	597	1.43%	82
Volleyball	758	1.32%	818	1.96%	148
Curling	373	0.65%	172	0.41%	63
Ice Hockey	725	1.26%	510	1.22%	97
Fitness Club - Personally a Member					
Yes	6,713	11.70%	6,731	16.12%	138
Children in Sports - Any Children in Household Enrolled in Sports Activities					
Yes	2,989	9.79%	2,250	11.77%	120
Children in Sports Participate in Activities					
Basketball	402	1.32%	352	1.84%	139
Baseball	203	0.67%	120	0.63%	94
Dancing/Ballet	842	2.76%	601	3.14%	114
Gymnastics	437	1.43%	375	1.96%	137
Hockey	440	1.44%	516	2.70%	188
Ice Skating	354	1.16%	307	1.61%	139
Martial Arts	382	1.25%	202	1.06%	85
Skiing/Snowboarding	125	0.41%	60	0.31%	76
Soccer	1,037	3.39%	741	3.87%	114
Swimming	963	3.15%	722	3.77%	120
Tennis	30	0.10%	14	0.07%	70
Other	341	1.12%	269	1.40%	125
Sports & Recreation Equipment/Goods - Household Owns/Leases/Rents					
All Terrain Vehicle	2,011	6.58%	993	5.19%	79
Motorhome/RV	1,366	4.47%	665	3.48%	78
Camper/Trailer	2,554	8.36%	1,289	6.74%	81
Snowmobile	413	1.35%	227	1.19%	88
Bicycle	8,923	29.22%	6,653	34.78%	119
Sailboat	406	1.33%	231	1.21%	91
Windsurfer/Surfboard	478	1.56%	466	2.44%	156
Personal Water Craft	337	1.11%	246	1.29%	116

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Power Boat - Inboard Motor	483	1.58%	238	1.24%	78
Power Boat - Outboard Motor	732	2.40%	421	2.20%	92
Boating Equipment	1,284	4.21%	840	4.39%	104
Camping Equipment	5,840	19.12%	3,126	16.34%	85
Exercise Equipment	5,482	17.95%	3,428	17.92%	100
Fishing Equipment	4,275	14.00%	2,463	12.88%	92
Golf Equipment	3,747	12.27%	2,169	11.34%	92
Hockey Equipment	1,772	5.80%	1,192	6.23%	107
Hunting Equipment	1,009	3.30%	399	2.09%	63
Ski Equipment-Cross-Country	847	2.77%	525	2.75%	99
Ski Equipment-Downhill	2,606	8.53%	1,812	9.47%	111
Snowboarding Equipment	1,242	4.07%	680	3.55%	87
Other	1,524	4.99%	1,158	6.05%	121
Sports & Recreation Equipment/Goods - Household Bought Past 12 Months					
All Terrain Vehicle	812	2.66%	485	2.53%	95
Motorhome/RV	571	1.87%	287	1.50%	80
Camper/Trailer	478	1.56%	254	1.33%	85
Snowmobile	340	1.11%	223	1.17%	105
Bicycle	2,710	8.87%	1,947	10.18%	115
Sailboat	322	1.05%	239	1.25%	119
Windsurfer/Surfboard	173	0.57%	148	0.78%	137
Personal Water Craft	163	0.53%	78	0.41%	77
Power Boat - Inboard Motor	160	0.52%	190	0.99%	190
Power Boat - Outboard Motor	35	0.12%	23	0.12%	100
Boating Equipment	352	1.15%	216	1.13%	98
Camping Equipment	1,548	5.07%	1,097	5.74%	113
Exercise Equipment	963	3.15%	504	2.63%	83
Fishing Equipment	1,130	3.70%	642	3.36%	91
Golf Equipment	754	2.47%	586	3.06%	124
Hockey Equipment	265	0.87%	197	1.03%	118
Hunting Equipment	203	0.67%	122	0.64%	96
Ski Equipment-Cross-Country	344	1.13%	386	2.02%	179
Ski Equipment-Downhill	373	1.22%	343	1.79%	147
Snowboarding Equipment	138	0.45%	72	0.38%	84
Other	942	3.08%	703	3.67%	119
Sports & Recreation Equipment/Goods - \$ Personally Spent Past 12 Months - Any					
\$1-\$100	2,933	5.11%	2,087	5.00%	98
\$101-\$200	5,100	8.89%	3,557	8.52%	96
\$201-\$500	6,052	10.55%	4,368	10.46%	99
\$501-\$750	4,734	8.25%	3,299	7.90%	96
\$751-\$1,000	1,729	3.01%	1,041	2.49%	83
\$1,000+	2,615	4.56%	1,979	4.74%	104
Sports & Recreation Equipment/Goods - \$ Personally Spent Past 12 Months - Equipment					
\$1-\$100	1,841	3.21%	1,130	2.71%	84

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\$101-\$200	2,246	3.91%	1,555	3.72%	95
\$201-\$500	2,940	5.12%	2,285	5.47%	107
\$501-\$750	3,707	6.46%	2,755	6.60%	102
\$751-\$1,000	749	1.31%	404	0.97%	74
\$1,000+	2,261	3.94%	1,929	4.62%	117
Sports & Recreation Equipment/Goods - \$ Personally Spent Past 12 Months - Clothing					
\$1-\$100	1,677	2.92%	1,377	3.30%	113
\$101-\$200	3,343	5.83%	1,998	4.79%	82
\$201-\$500	4,019	7.00%	3,033	7.26%	104
\$501-\$750	2,653	4.62%	1,850	4.43%	96
\$751-\$1,000	1,048	1.83%	672	1.61%	88
\$1,000+	1,284	2.24%	1,156	2.77%	124
Sports & Recreation Equipment/Goods - Where Bought in Past 12 Months - Equipment					
Atmosphere	1,304	2.27%	1,143	2.74%	121
Cabela's	840	1.46%	641	1.54%	105
Canadian Tire	4,084	7.12%	2,934	7.03%	99
Champs	1,006	1.75%	495	1.19%	68
Costco	2,317	4.04%	1,870	4.48%	111
Foot Locker	2,107	3.67%	1,171	2.80%	76
Giant Tiger	148	0.26%	57	0.14%	54
GNC	180	0.31%	92	0.22%	71
Golf Town	1,022	1.78%	790	1.89%	106
Lululemon	1,725	3.01%	1,027	2.46%	82
Mountain Equipment Co-op	2,030	3.54%	4,635	11.10%	314
Play It Again Sports	51	0.09%	45	0.11%	122
Pro Hockey Life	162	0.28%	133	0.32%	114
SAIL	194	0.34%	101	0.24%	71
Sport Chek/Sports Experts	2,475	4.31%	2,048	4.91%	114
Walmart	2,532	4.41%	1,645	3.94%	89
Winners	875	1.53%	973	2.33%	152
Other Stores	3,394	5.92%	2,297	5.50%	93
Sports & Recreation Equipment/Goods - Where Bought in Past 12 Months - Clothing					
Atmosphere	674	1.18%	446	1.07%	91
Cabela's	728	1.27%	409	0.98%	77
Canadian Tire	1,247	2.17%	1,012	2.42%	112
Champs	862	1.50%	499	1.20%	80
Costco	3,039	5.30%	2,514	6.02%	114
Foot Locker	1,561	2.72%	1,349	3.23%	119
Giant Tiger	576	1.00%	429	1.03%	103
GNC	226	0.39%	111	0.27%	69
Golf Town	355	0.62%	272	0.65%	105
Lululemon	2,415	4.21%	1,396	3.34%	79
Mountain Equipment Co-op	791	1.38%	986	2.36%	171
Pro Hockey Life	98	0.17%	65	0.16%	94

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Running Room	365	0.64%	344	0.82%	128
SAIL	158	0.28%	79	0.19%	68
Sport Chek/Sports Experts	2,758	4.81%	2,422	5.80%	121
Walmart	2,932	5.11%	2,118	5.07%	99
Winners	2,596	4.53%	1,642	3.93%	87
Other Stores	3,310	5.77%	2,468	5.91%	102
Sports & Recreation Equipment/Goods - Where Bought in Past 12 Months - Footwear					
Atmosphere	898	1.57%	909	2.18%	139
Cabela's	565	0.98%	258	0.62%	63
Canadian Tire	571	0.99%	289	0.69%	70
Champs	956	1.67%	755	1.81%	108
Costco	1,178	2.05%	716	1.72%	84
Foot Locker	2,955	5.15%	2,494	5.97%	116
Giant Tiger	501	0.87%	519	1.24%	143
GNC	528	0.92%	278	0.67%	73
Golf Town	202	0.35%	424	1.02%	291
Lululemon	136	0.24%	92	0.22%	92
Mountain Equipment Co-op	400	0.70%	302	0.72%	103
Running Room	334	0.58%	794	1.90%	328
SAIL	175	0.30%	173	0.42%	140
Sport Chek/Sports Experts	2,835	4.94%	2,592	6.21%	126
Walmart	1,760	3.07%	1,136	2.72%	89
Winners	2,193	3.82%	2,267	5.43%	142
Other Stores	4,459	7.77%	2,803	6.71%	86
Public Activities - Personally Did in Past 2 Years					
Wrote to a Public Official	4,204	7.33%	2,974	7.12%	97
Wrote to an Editor Of A Newspaper/Magazine	1,574	2.74%	1,009	2.42%	88
Were Active in Social Issue/Comm. Project	5,589	9.74%	4,049	9.70%	100
Worked For a Political Party/Candidate	1,970	3.43%	1,112	2.66%	78
Did Volunteer Work	10,688	18.63%	8,031	19.23%	103
Voted in the last Municipal Election	18,981	33.08%	14,054	33.65%	102
Voted in the last Provincial Election	27,788	48.43%	21,980	52.63%	109
Voted in the last Federal Election	26,965	47.00%	20,675	49.51%	105
Movies - Attended/Past 12 Months					
Yes	13,083	22.80%	10,184	24.39%	107
Movies - Went Last Time					
In Past 3 Months	8,195	14.28%	6,638	15.90%	111
In Past 6 Months	10,161	17.71%	8,147	19.51%	110
In Past 12 Months	13,085	22.81%	10,182	24.38%	107
Longer Ago	44,300	77.21%	31,570	75.60%	98
Movies - # Times Attended - Past 3 Months					
1 (L)	1,256	2.19%	1,142	2.74%	125
2-3 (M)	524	0.91%	429	1.03%	113
Movies - # Times Attended - Past 6 Months					
1 (L)	5,479	9.55%	4,206	10.07%	105

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
2-3 (M)	2,733	4.76%	2,360	5.65%	119
4-5 (H)	1,171	2.04%	1,145	2.74%	134
6+ (H)	778	1.36%	436	1.04%	76
Movies - Type of Movies Attended - Any					
Action/Adventure	8,128	14.17%	6,131	14.68%	104
Animated	2,355	4.10%	1,012	2.42%	59
Comedy	3,546	6.18%	2,918	6.99%	113
Drama	2,690	4.69%	1,798	4.31%	92
Family/Children Oriented	3,288	5.73%	3,169	7.59%	132
Foreign	760	1.32%	340	0.81%	61
Horror	1,632	2.84%	1,190	2.85%	100
Science Fiction	3,242	5.65%	2,214	5.30%	94
Other	456	0.79%	241	0.58%	73
Movies - Type of Movies Attended - Most Often					
Action/Adventure	6,297	10.98%	5,386	12.90%	117
Animated	368	0.64%	225	0.54%	84
Comedy	1,075	1.87%	1,037	2.48%	133
Drama	642	1.12%	433	1.04%	93
Family/Children Oriented	1,103	1.92%	1,005	2.41%	126
Foreign	42	0.07%	41	0.10%	143
Horror	425	0.74%	614	1.47%	199
Science Fiction	1,322	2.30%	756	1.81%	79
Other	112	0.19%	59	0.14%	74
Movies - Type of Movies Attended - Sometimes					
Action/Adventure	1,831	3.19%	745	1.79%	56
Animated	1,986	3.46%	787	1.89%	55
Comedy	2,471	4.31%	1,882	4.51%	105
Drama	2,047	3.57%	1,365	3.27%	92
Family/Children Oriented	2,185	3.81%	2,164	5.18%	136
Foreign	718	1.25%	299	0.72%	58
Horror	1,207	2.10%	575	1.38%	66
Science Fiction	1,920	3.35%	1,458	3.49%	104
Other	344	0.60%	182	0.44%	73
Casinos - Personally Visited in Past 12 Months					
Yes	4,962	8.65%	3,302	7.91%	91
Casinos - Visited in Past 3 Months					
Yes	3,193	5.56%	2,171	5.20%	94
Lottery Tickets - Bought/Past 12 months					
Yes	25,754	44.88%	19,089	45.71%	102
Lottery Tickets - \$ Spent/Average Month					
Less Than \$5.00	3,082	5.37%	2,380	5.70%	106
\$5.00-\$9.99	6,194	10.80%	3,945	9.45%	88
\$10.00-\$19.99	6,047	10.54%	4,447	10.65%	101
\$20.00-\$29.99	4,669	8.14%	3,942	9.44%	116

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
\$30.00 or More	5,761	10.04%	4,375	10.48%	104
Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$1 Tickets					
1+	9,519	16.59%	6,635	15.89%	96
1	3,506	6.11%	2,484	5.95%	97
2-3	3,872	6.75%	2,645	6.33%	94
4+	2,141	3.73%	1,507	3.61%	97
Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$2 Tickets					
1+	10,099	17.60%	7,209	17.26%	98
1	3,999	6.97%	2,649	6.34%	91
2-3	4,168	7.26%	3,422	8.20%	113
4+	1,931	3.37%	1,139	2.73%	81
Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$3 Tickets					
1+	10,136	17.66%	8,103	19.40%	110
1	3,853	6.71%	2,650	6.35%	95
2-3	3,603	6.28%	3,556	8.52%	136
4+	2,680	4.67%	1,897	4.54%	97
Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$4 Tickets					
1+	6,219	10.84%	4,590	10.99%	101
1	2,713	4.73%	2,191	5.25%	111
2-3	1,891	3.30%	1,320	3.16%	96
4+	1,615	2.82%	1,078	2.58%	91
Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$5 Tickets					
1+	11,851	20.65%	9,436	22.60%	109
1	5,047	8.80%	4,178	10.01%	114
2-3	4,059	7.08%	3,462	8.29%	117
4+	2,744	4.78%	1,796	4.30%	90
Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$7 Tickets					
1+	3,246	5.66%	2,999	7.18%	127
1	1,630	2.84%	1,045	2.50%	88
2-3	1,250	2.18%	1,786	4.28%	196
4+	366	0.64%	169	0.40%	63
Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$10 Instant Scratch Lottery Games					
1+	5,419	9.45%	4,680	11.21%	119
1	3,836	6.69%	3,410	8.17%	122
2-3	852	1.49%	666	1.60%	107
4+	731	1.27%	603	1.45%	114
Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$20 Instant Scratch Lottery Games					
1+	2,258	3.93%	1,678	4.02%	102
1	1,498	2.61%	1,198	2.87%	110
2-3	518	0.90%	294	0.70%	78
4+	241	0.42%	186	0.45%	107
Lottery Tickets - Lotteries for Charity - Personally Bought Past 12 Months					
Yes	8,610	15.01%	6,366	15.25%	102
Lottery Tickets - Lotteries for Charity - Foundation Personally Bought from Past 12 Months					
Canadian Cancer Society	1,489	2.59%	1,571	3.76%	145

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Canadian National Institute for the Blind (CNIB)	742	1.29%	463	1.11%	86
Canadian Red Cross Ontario Lottery	741	1.29%	545	1.31%	102
Heart & Stroke Lottery	879	1.53%	574	1.37%	90
Princess Margaret Hospital	616	1.07%	718	1.72%	161
Sick Children's Hospital	2,966	5.17%	2,724	6.52%	126
Lottery Tickets - Purchased Lottery Online					
Yes	7,653	13.34%	4,810	11.52%	86
Betting Games - Personally Played Past 12 Months					
Yes	2,544	4.43%	1,949	4.67%	105
Betting Games - Personally Bought Past 12 Months					
Yes	2,259	3.94%	1,702	4.08%	104

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

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Data Source: Manifold Data Mining Inc.

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

Data Vintage: Data Vintage: 2023/2024