Sports Fans and Followers - eSports Fandoms Report

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population Age 15 Year and Over	57,379		41,761		
Fandom - When Started Following eSports					
Following eSports - Recently, less than 3 months ago	2,281	3.98%	1,086	2.60%	65
Following eSports - Within last year, but longer than 3 months ago	1,906	3.32%	1,406	3.37%	102
Following eSports - 1 - 2 years ago	3,290	5.73%	1,869	4.48%	78
Following eSports - 2 - 3 years ago	2,562	4.47%	885	2.12%	47
Following eSports - More than 3 years ago	1,434	2.50%	1,252	3.00%	120
Fandom - Motivation to Follow eSports					
I enjoy the game	2,657	4.63%	1,500	3.59%	78
To socialize with others	2,328	4.06%	1,183	2.83%	70
Escape from daily routine	2,844	4.96%	1,653	3.96%	80
Because it is popular	2,846	4.96%	2,004	4.80%	97
To feel involved	1,706	2.97%	791	1.90%	64
Fun/Entertainment	4,991	8.70%	3,361	8.05%	93
Excitement	1,011	1.76%	584	1.40%	80
Drama/Risk	2,321	4.05%	1,507	3.61%	89
Aesthetics	300	0.52%	173	0.41%	79
Stress relief	1,143	1.99%	664	1.59%	80
To earn money	1,158	2.02%	603	1.44%	71
Competition	1,398	2.44%	812	1.95%	80
All my friends follow	539	0.94%	382	0.91%	97
Family member follows	1,242	2.17%	821	1.97%	91
A good match between teams/players	1,847	3.22%	1,721	4.12%	128
I would like to compete professionally myself	665	1.16%	369	0.88%	76
I like to see how professionals play my favorite game(s)	2,175	3.79%	1,267	3.04%	80
Other	337	0.59%	220	0.53%	90
Fandom - Biggest Influencers to Follow eSports					
Influencers to Follow eSports - Partner	954	1.66%	450	1.08%	65
Influencers to Follow eSports - Family member	3,478	6.06%	2,342	5.61%	93
Influencers to Follow eSports - Friends/Peers	2,913	5.08%	1,898	4.55%	90
Influencers to Follow eSports - Community	2,100	3.66%	1,057	2.53%	69
Influencers to Follow eSports - Star players	1,114	1.94%	572	1.37%	71
Influencers to Follow eSports - Sponsors	1,760	3.07%	846	2.03%	66
Influencers to Follow eSports - Other fans	1,556	2.71%	976	2.34%	86
Influencers to Follow eSports - Online personality (YouTuber, vlogger, etc.)	1,014	1.77%	947	2.27%	128
Influencers to Follow eSports - Someone/something else	2,252	3.93%	2,014	4.82%	123
Fandom - Behaviours Experience While Watching - Very Likely					
eSports Very Likely - Buy food and drinks at the sports venue	2,062	3.59%	1,325	3.17%	88
eSports Very Likely - "Boo" players/coaches or yell obscenities	262	0.46%	184	0.44%	96
eSports Very Likely - Become depressed after loss	217	0.38%	141	0.34%	89
eSports Very Likely - Buy merchandise at the sports venue	558	0.97%	368	0.88%	91

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eSports Very Likely - Consume cannabis	333	0.58%	202	0.48%	83
eSports Very Likely - Drink alcohol	201	0.35%	99	0.24%	69
eSports Very Likely - Miss work	369	0.64%	242	0.58%	91
eSports Very Likely - Be reprimanded for behavior	26	0.05%	14	0.03%	60
eSports Very Likely - Feel euphoria after win	511	0.89%	302	0.72%	81
eSports Very Likely - Feel hatred toward other team/players	536	0.93%	464	1.11%	119
eSports Very Likely - Get angry over team loss	237	0.41%	171	0.41%	100
eSports Very Likely - Get in fights with opposing fans	221	0.39%	167	0.40%	103
eSports Very Likely - Neglect responsibilities	136	0.24%	75	0.18%	75
eSports Very Likely - Paint face or make sign	976	1.70%	562	1.35%	79
eSports Very Likely - Smoke cigarettes	212	0.37%	99	0.24%	65
eSports Very Likely - Stress	421	0.73%	156	0.37%	51
eSports Very Likely - Talk to others about team/player	101	0.18%	73	0.17%	94
eSports Very Likely - Threaten violence	443	0.77%	242	0.58%	75
eSports Very Likely - Wear team/player colors	471	0.82%	208	0.50%	61
eSports Very Likely - Wear team's/player's name on a vehicle	282	0.49%	149	0.36%	73
Fandom - Behaviours Experience While Watching - Somewhat Likely					
eSports Somewhat Likely - Buy food and drinks at the sports venue	3,459	6.03%	1,770	4.24%	70
eSports Somewhat Likely - "Boo" players/coaches or yell obscenities	1,642	2.86%	973	2.33%	81
eSports Somewhat Likely - Become depressed after loss	1,322	2.31%	572	1.37%	59
eSports Somewhat Likely - Buy merchandise at the sports venue	1,302	2.27%	505	1.21%	53
eSports Somewhat Likely - Consume cannabis	437	0.76%	260	0.62%	82
eSports Somewhat Likely - Drink alcohol	1,958	3.41%	1,139	2.73%	80
eSports Somewhat Likely - Miss work	646	1.13%	608	1.46%	129
eSports Somewhat Likely - Be reprimanded for behavior	468	0.82%	176	0.42%	51
eSports Somewhat Likely - Feel euphoria after win	2,448	4.27%	1,205	2.89%	68
eSports Somewhat Likely - Feel hatred toward other team/players	1,209	2.11%	568	1.36%	64
eSports Somewhat Likely - Get angry over team loss	1,654	2.88%	886	2.12%	74
eSports Somewhat Likely - Get in fights with opposing fans	739	1.29%	555	1.33%	103
eSports Somewhat Likely - Neglect responsibilities	170	0.30%	125	0.30%	100
eSports Somewhat Likely - Paint face or make sign	765	1.33%	409	0.98%	74
eSports Somewhat Likely - Smoke cigarettes	1,697	2.96%	1,365	3.27%	110
eSports Somewhat Likely - Stress	673	1.17%	315	0.76%	65
eSports Somewhat Likely - Talk to others about team/player	3,153	5.50%	1,986	4.76%	87
eSports Somewhat Likely - Threaten violence	992	1.73%	671	1.61%	93
eSports Somewhat Likely - Wear team/player colors	1,658	2.89%	892	2.14%	74
eSports Somewhat Likely - Wear team's/player's name on a vehicle	748	1.30%	542	1.30%	100
Fandom - Behaviours Experience While Watching - Undecided					
eSports Undecided - Buy food and drinks at the sports venue	3,507	6.11%	1,902	4.56%	75

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eSports Undecided - "Boo" players/coaches or yell obscenities	2,955	5.15%	1,912	4.58%	89
eSports Undecided - Become depressed after loss	2,893	5.04%	1,972	4.72%	94
eSports Undecided - Buy merchandise at the sports venue	3,645	6.35%	1,466	3.51%	55
eSports Undecided - Consume cannabis	3,618	6.31%	2,176	5.21%	83
eSports Undecided - Drink alcohol	1,833	3.19%	1,199	2.87%	90
eSports Undecided - Miss work	3,927	6.84%	2,933	7.02%	103
eSports Undecided - Be reprimanded for behavior	2,934	5.11%	2,043	4.89%	96
eSports Undecided - Feel euphoria after win	4,228	7.37%	2,574	6.16%	84
eSports Undecided - Feel hatred toward other team/players	2,821	4.92%	1,726	4.13%	84
eSports Undecided - Get angry over team loss	2,578	4.49%	1,444	3.46%	77
eSports Undecided - Get in fights with opposing fans	3,545	6.18%	1,808	4.33%	70
eSports Undecided - Neglect responsibilities	3,264	5.69%	1,990	4.77%	84
eSports Undecided - Paint face or make sign	2,608	4.55%	1,821	4.36%	96
eSports Undecided - Smoke cigarettes	3,215	5.60%	2,442	5.85%	104
eSports Undecided - Stress	3,382	5.89%	2,402	5.75%	98
eSports Undecided - Talk to others about team/player	3,026	5.27%	1,893	4.53%	86
eSports Undecided - Threaten violence	4,189	7.30%	2,240	5.37%	74
eSports Undecided - Wear team/player colors	2,353	4.10%	1,620	3.88%	95
eSports Undecided - Wear team's/player's name on a vehicle	3,170	5.53%	2,036	4.88%	88
Fandom - Behaviours Experience While Watching - Somewhat Unlikely					
eSports Somewhat Unlikely - Buy food and drinks at the sports venue	959	1.67%	467	1.12%	67
eSports Somewhat Unlikely - "Boo" players/coaches or yell obscenities	1,931	3.37%	788	1.89%	56
eSports Somewhat Unlikely - Become depressed after loss	2,915	5.08%	1,569	3.76%	74
eSports Somewhat Unlikely - Buy merchandise at the sports venue	2,160	3.77%	1,840	4.41%	117
eSports Somewhat Unlikely - Consume cannabis	2,173	3.79%	1,564	3.75%	99
eSports Somewhat Unlikely - Drink alcohol	4,024	7.01%	2,665	6.38%	91
eSports Somewhat Unlikely - Miss work	1,770	3.08%	1,200	2.87%	93
eSports Somewhat Unlikely - Be reprimanded for behavior	2,182	3.80%	1,297	3.11%	82
eSports Somewhat Unlikely - Feel euphoria after win	1,547	2.70%	1,347	3.23%	120
eSports Somewhat Unlikely - Feel hatred toward other team/players	3,967	6.91%	2,592	6.21%	90
eSports Somewhat Unlikely - Get angry over team loss	2,708	4.72%	1,629	3.90%	83
eSports Somewhat Unlikely - Get in fights with opposing fans	1,406	2.45%	990	2.37%	97
eSports Somewhat Unlikely - Neglect responsibilities	2,877	5.01%	1,672	4.00%	80
eSports Somewhat Unlikely - Paint face or make sign	2,108	3.67%	1,476	3.54%	96
eSports Somewhat Unlikely - Smoke cigarettes	1,891	3.30%	1,583	3.79%	115
eSports Somewhat Unlikely - Stress	2,800	4.88%	1,507	3.61%	74
eSports Somewhat Unlikely - Talk to others about team/player	3,072	5.35%	1,901	4.55%	85
eSports Somewhat Unlikely - Threaten violence	1,559	2.72%	1,929	4.62%	170
eSports Somewhat Unlikely - Wear team/player colors	3,050	5.32%	2,020	4.84%	91

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eSports Somewhat Unlikely - Wear team's/player's name on a vehicle	2,898	5.05%	2,842	6.81%	135
Fandom - Behaviours Experience While Watching - Very Unlikely					
eSports Very Unlikely - Buy food and drinks at the sports venue	1,987	3.46%	1,717	4.11%	119
eSports Very Unlikely - "Boo" players/coaches or yell	6,051	10.55%	4,211	10.08%	96
eSports Very Unlikely - Become depressed after loss	5,212	9.08%	3,776	9.04%	100
eSports Very Unlikely - Buy merchandise at the sports venue	3,612	6.29%	2,830	6.78%	108
eSports Very Unlikely - Consume cannabis	5,108	8.90%	3,380	8.09%	91
eSports Very Unlikely - Drink alcohol	4,787	8.34%	3,877	9.28%	111
eSports Very Unlikely - Miss work	5,952	10.37%	4,025	9.64%	93
eSports Very Unlikely - Be reprimanded for behavior	5,565	9.70%	3,877	9.28%	96
eSports Very Unlikely - Feel euphoria after win	4,024	7.01%	3,342	8.00%	114
eSports Very Unlikely - Feel hatred toward other team/players	4,724	8.23%	2,916	6.98%	85
eSports Very Unlikely - Get angry over team loss	5,190	9.05%	3,565	8.54%	94
eSports Very Unlikely - Get in fights with opposing fans	6,518	11.36%	4,314	10.33%	91
eSports Very Unlikely - Neglect responsibilities	6,287	10.96%	4,359	10.44%	95
eSports Very Unlikely - Paint face or make sign	4,986	8.69%	3,088	7.40%	85
eSports Very Unlikely - Smoke cigarettes	4,849	8.45%	2,806	6.72%	80
eSports Very Unlikely - Stress	5,060	8.82%	3,929	9.41%	107
eSports Very Unlikely - Talk to others about team/player	2,343	4.08%	1,317	3.15%	77
eSports Very Unlikely - Threaten violence	7,156	12.47%	4,568	10.94%	88
eSports Very Unlikely - Wear team/player colors	4,351	7.58%	2,620	6.28%	83
eSports Very Unlikely - Wear team's/player's name on a vehicle	4,955	8.64%	3,181	7.62%	88
Fandom - Actively Follow Professional Player/Team/Sports Promoter					
eSports Follow Promoter - Pro player/gamer	1,383	2.41%	771	1.85%	77
eSports Follow Promoter - Pro team	1,488	2.59%	857	2.05%	79
eSports Follow Promoter - YouTuber	2,406	4.19%	2,195	5.26%	126
eSports Follow Promoter - Vlogger	2,068	3.60%	2,093	5.01%	139
eSports Follow Promoter - Entertainer	3,143	5.48%	1,815	4.35%	79
eSports Follow Promoter - Teamer	1,010	1.76%	631	1.51%	86
eSports Follow Promoter - Other	578	1.01%	649	1.55%	153
eSports Follow Promoter - Do not follow	4,763	8.30%	3,284	7.86%	95
Fandom - Social Media Used to Follow Player/Team/Sports Promoter					
eSports Social Media - Facebook	2,625	4.57%	2,402	5.75%	126
eSports Social Media - Instagram	1,071	1.87%	693	1.66%	89
eSports Social Media - Snapchat	1,664	2.90%	1,163	2.79%	96
eSports Social Media - Twitter	3,111	5.42%	1,920	4.60%	85
eSports Social Media - Posts by team/player/sport	1,813	3.16%	780	1.87%	59
eSports Social Media - Posts by friends and family	1,610	2.81%	847	2.03%	72
eSports Social Media - Posts by journalists/media	1,146	2.00%	604	1.45%	73
eSports Social Media - Other	2,529	4.41%	1,319	3.16%	72
eSports Social Media - None	69	0.12%	27	0.07%	58
Watch Live Events with (excl. Highlights/News/ Re-runs) - Most Often					
eSports Most Often Alone	5,494	9.58%	3,440	8.24%	86

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eSports Most Often Partner	2,127	3.71%	1,206	2.89%	78
eSports Most Often Parents	1,718	2.99%	1,011	2.42%	81
eSports Most Often Other immediate family	1,319	2.30%	755	1.81%	79
eSports Most Often Extended family (e.g. cousins, uncle, etc.)	246	0.43%	104	0.25%	58
eSports Most Often Friends/Peers	760	1.33%	529	1.27%	95
eSports Most Often Co-Workers	463	0.81%	364	0.87%	107
eSports Most Often Other	70	0.12%	35	0.08%	67
Watch Live Events with (excl. Highlights/News/ Re-runs) - Sometimes					
eSports Sometimes Alone	4,409	7.69%	2,420	5.80%	75
eSports Sometimes Partner	3,332	5.81%	1,994	4.78%	82
eSports Sometimes Parents	5,518	9.62%	2,930	7.02%	73
eSports Sometimes Other immediate family	3,388	5.91%	1,837	4.40%	74
eSports Sometimes Extended family (e.g. cousins, uncle, etc.)	4,204	7.33%	2,576	6.17%	84
eSports Sometimes Friends/Peers	6,020	10.49%	3,692	8.84%	84
eSports Sometimes Co-Workers	4,121	7.18%	2,214	5.30%	74
eSports Sometimes Other	3,679	6.41%	2,312	5.54%	86
Source of Information - Sports News/Highlights/Scores Gets from					
eSports News from - TV channels/shows	4,131	7.20%	2,524	6.05%	84
eSports News from - TV channels/shows websites	4,001	6.97%	2,562	6.14%	88
eSports News from - Other websites	1,625	2.83%	931	2.23%	79
eSports News from - Apps	3,147	5.49%	2,138	5.12%	93
eSports News from - Friends	1,625	2.83%	1,044	2.50%	88
eSports News from - Newspapers	1,088	1.90%	457	1.09%	57
eSports News from - Social media	2,898	5.05%	1,811	4.34%	86
eSports News from - Search engine	2,078	3.62%	1,052	2.52%	70
eSports News from - Radio shows	801	1.40%	459	1.10%	79
eSports News from - Online forums	742	1.29%	614	1.47%	114
eSports News from - Blogs	984	1.71%	1,579	3.78%	221
eSports News from - Sports magazines	1,569	2.74%	705	1.69%	62
eSports News from - Podcasts	2,323	4.05%	1,225	2.93%	72
eSports News from - Other	1,345	2.35%	1,356	3.25%	138
eSports News from - Do not follow news/highlights/scores	1,345	2.34%	960	2.30%	98
Kind of Apps Used to Get Information					
eSports Apps Used - Sports Apps	1,204	2.10%	760	1.82%	87
eSports Apps Used - Score/result apps	696	1.21%	514	1.23%	102
eSports Apps Used - Apps from teams	550	0.96%	264	0.63%	66
eSports Apps Used - TV channels/shows apps	1,308	2.28%	523	1.25%	55
eSports Apps Used - Betting apps	831	1.45%	829	1.99%	137
eSports Apps Used - Sports magazine apps	908	1.58%	580	1.39%	88
eSports Apps Used - Newspaper apps	547	0.95%	358	0.86%	91
eSports Apps Used - Associations/league apps	303	0.53%	150	0.36%	68
eSports Apps Used - Other	651	1.13%	361	0.87%	77
Merchandise - When Last Time Purchased					
eSports When last time Purchased - Yesterday	29	0.05%	11	0.03%	60

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eSports When last time Purchased - Past week	356	0.62%	181	0.43%	69
eSports When last time Purchased - Past month	1,400	2.44%	812	1.94%	80
eSports When last time Purchased - Past 2 - 3 months	2,629	4.58%	1,865	4.47%	98
eSports When last time Purchased - Past 6 months	4,302	7.50%	3,737	8.95%	119
eSports When last time Purchased - A year ago	6,555	11.42%	5,545	13.28%	116
eSports When last time Purchased - Longer than that	2,458	4.28%	1,174	2.81%	66
eSports When last time Purchased - Do not buy sports merchandise	2,361	4.12%	1,244	2.98%	72
Merchandise - Where Usually Purchase					
eSports Purchased - At the venue (e.g. at the stadium or arena)	7,422	12.94%	3,988	9.55%	74
eSports Purchased - Online	4,417	7.70%	3,068	7.35%	95
Sponsorship - Likelihood of Noticing Sponsors					
eSports Noticing Sponsors - Very likely	1,581	2.76%	910	2.18%	79
eSports Noticing Sponsors - Somewhat likely	5,028	8.76%	2,873	6.88%	79
eSports Noticing Sponsors - Undecided	2,655	4.63%	1,706	4.09%	88
eSports Noticing Sponsors - Somewhat unlikely	835	1.46%	603	1.44%	99
eSports Noticing Sponsors - Very unlikely	1,735	3.02%	1,314	3.15%	104
Sponsorship - Attitude towards Brand Involvement in eSports - Positive					
Positive - Gaming PCs	4,940	8.61%	2,681	6.42%	75
Positive - Technology brands	6,113	10.65%	4,143	9.92%	93
Positive - Gaming headsets	4,494	7.83%	3,053	7.31%	93
Positive - VR/AR Device	4,629	8.07%	2,873	6.88%	85
Positive - Gaming chairs	4,606	8.03%	2,528	6.05%	75
Positive - Gaming software	5,386	9.39%	3,580	8.57%	91
Positive - Hardware	3,445	6.00%	1,918	4.59%	77
Positive - Internet providers	3,821	6.66%	2,238	5.36%	80
Positive - Energy/Sports drinks	2,811	4.90%	1,649	3.95%	81
Positive - Soft Drinks	3,933	6.85%	1,810	4.34%	63
Positive - Snack foods	3,901	6.80%	2,115	5.06%	74
Positive - Fast Food	4,836	8.43%	2,356	5.64%	67
Positive - Financial services	1,633	2.85%	777	1.86%	65
Positive - Insurance	2,220	3.87%	1,179	2.82%	73
Positive - Liquor	3,255	5.67%	1,871	4.48%	79
Positive - Beer	2,937	5.12%	1,757	4.21%	82
Positive - Other consumer packaged goods	2,807	4.89%	1,403	3.36%	69
Positive - Other	1,074	1.87%	714	1.71%	91
Sponsorship - Attitude towards Brand Involvement in eSports - Neutral					
Neutral - Gaming PCs	6,084	10.60%	3,792	9.08%	86
Neutral - Technology brands	5,702	9.94%	3,128	7.49%	75
Neutral - Gaming headsets	6,194	10.80%	3,875	9.28%	86
Neutral - VR/AR Device	5,919	10.32%	3,558	8.52%	83
Neutral - Gaming chairs	5,706	9.94%	3,726	8.92%	90
Neutral - Gaming software	4,806	8.38%	2,567	6.15%	73

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Neutral - Hardware	6,696	11.67%	4,274	10.23%	88
Neutral - Internet providers	5,351	9.33%	3,156	7.56%	81
Neutral - Energy/Sports drinks	4,666	8.13%	2,996	7.17%	88
Neutral - Soft Drinks	4,471	7.79%	2,700	6.47%	83
Neutral - Snack foods	4,899	8.54%	2,935	7.03%	82
Neutral - Fast Food	4,827	8.41%	3,506	8.40%	100
Neutral - Financial services	7,075	12.33%	4,654	11.15%	90
Neutral - Insurance	7,171	12.50%	4,657	11.15%	89
Neutral - Liquor	6,282	10.95%	4,065	9.73%	89
Neutral - Beer	5,593	9.75%	3,524	8.44%	87
Neutral - Other consumer packaged goods	7,506	13.08%	4,948	11.85%	91
Neutral - Other	8,114	14.14%	4,564	10.93%	77
Sponsorship - Attitude towards Brand Involvement in eSports - Negative					
Negative - Gaming PCs	1,444	2.52%	872	2.09%	83
Negative - Technology brands	578	1.01%	259	0.62%	61
Negative - Gaming headsets	1,550	2.70%	1,077	2.58%	96
Negative - VR/AR Device	1,632	2.84%	684	1.64%	58
Negative - Gaming chairs	2,029	3.54%	1,053	2.52%	71
Negative - Gaming software	1,521	2.65%	1,052	2.52%	95
Negative - Hardware	1,629	2.84%	1,344	3.22%	113
Negative - Internet providers	2,510	4.38%	1,455	3.49%	80
Negative - Energy/Sports drinks	4,546	7.92%	3,249	7.78%	98
Negative - Soft Drinks	3,761	6.56%	2,896	6.94%	106
Negative - Snack foods	3,730	6.50%	3,283	7.86%	121
Negative - Fast Food	3,150	5.49%	1,974	4.73%	86
Negative - Financial services	3,452	6.02%	2,257	5.41%	90
Negative - Insurance	3,475	6.06%	2,034	4.87%	80
Negative - Liquor	2,736	4.77%	1,403	3.36%	70
Negative - Beer	2,555	4.45%	1,322	3.17%	71
Negative - Other consumer packaged goods	1,970	3.43%	1,245	2.98%	87
Negative - Other	3,352	5.84%	2,375	5.69%	97
Sponsorship - Likelihood of Buying Favourite Team/Player/Event Sponsor's Roduct/Service					
eSports Buying Sponsor's Product/Service - Very likely	794	1.38%	464	1.11%	80
eSports Buying Sponsor's Product/Service - Somewhat likely	4,053	7.06%	2,826	6.77%	96
eSports Buying Sponsor's Product/Service - Undecided	3,525	6.14%	2,148	5.14%	84
eSports Buying Sponsor's Product/Service - Somewhat unlikely	2,707	4.72%	1,634	3.91%	83
eSports Buying Sponsor's Product/Service - Very unlikely	1,797	3.13%	1,255	3.01%	96
Sponsorship - If the Price/Quality Equal, Most Likely Would Buy					
eSports Would Buy - Sponsor's product/service	5,093	8.88%	3,222	7.72%	87
eSports Would Buy - Non-Sponsor's product/service	2,351	4.10%	1,494	3.58%	87
eSports Would Buy - Undecided	4,662	8.13%	2,662	6.38%	78

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.