

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population Age 15 Year and Over</b>	54,916		40,249		
<b>Following/Genre/Leagues/Teams-When last time - Follow</b>					
Follow - Yesterday	549	1.00%	275	0.68%	68
Follow - Past week	3,270	5.96%	1,757	4.37%	73
Follow - Past month	5,793	10.55%	3,467	8.61%	82
Follow - Past 2-3 months	9,296	16.93%	5,414	13.45%	79
Follow - Past 6 months	10,129	18.45%	6,030	14.98%	81
Follow - Past year	11,684	21.28%	7,438	18.48%	87
Follow - Longer than that	1,978	3.60%	1,499	3.72%	103
Follow - Never	41,928	76.35%	31,942	79.36%	104
<b>Following/Genre/Leagues/Teams - How Often Follow</b>					
How Often Follow - A couple of times a day	704	1.28%	198	0.49%	38
How Often Follow - Once a Day	320	0.58%	1,106	2.75%	474
How Often Follow - A couple of times a week	1,834	3.34%	1,012	2.51%	75
How Often Follow - Once a week	1,486	2.71%	600	1.49%	55
How Often Follow - A couple of times a month	1,612	2.94%	1,269	3.15%	107
How Often Follow - Once a month	225	0.41%	252	0.63%	154
How Often Follow - A couple of times a year	2,934	5.34%	2,089	5.19%	97
How Often Follow - Once a year	313	0.57%	224	0.56%	98
How Often Follow - Less often	1,931	3.52%	1,505	3.74%	106
<b>Following/Genre/Leagues/Teams - Time Spent Following in a Typical Week</b>					
Time Spent - Less than 2 hours	6,798	12.38%	4,930	12.25%	99
Time Spent - 2-4 hours	2,368	4.31%	1,134	2.82%	65
Time Spent - 4-7 hours	1,908	3.47%	1,181	2.94%	85
Time Spent - More than 7 hours	1,287	2.34%	717	1.78%	76
<b>Following/Genre/Leagues/Teams - Device(s) Use to Follow - Most Often</b>					
Device Use Most Often - TV	3,387	6.17%	1,528	3.80%	62
Device Use Most Often - Computer	3,932	7.16%	2,441	6.06%	85
Device Use Most Often - Mobile phone	1,846	3.36%	1,909	4.74%	141
Device Use Most Often - Tablet	965	1.76%	785	1.95%	111
Device Use Most Often - Gaming console	914	1.67%	457	1.13%	68
<b>Following/Genre/Leagues/Teams - Device(s) Use to Follow - Sometimes</b>					
Device Use Sometimes - TV	3,402	6.20%	2,207	5.48%	88
Device Use Sometimes - Computer	4,695	8.55%	3,038	7.55%	88
Device Use Sometimes - Mobile phone	4,128	7.52%	2,447	6.08%	81
Device Use Sometimes - Tablet	6,634	12.08%	3,933	9.77%	81
Device Use Sometimes - Gaming console	5,301	9.65%	2,703	6.72%	70
<b>Following/Genre/Leagues/Teams - Where Stream - Most Often</b>					
Stream Most Often - Twitch	887	1.62%	372	0.92%	57
Stream Most Often - Facebook	1,877	3.42%	1,272	3.16%	92
Stream Most Often - YouTube Gaming	2,779	5.06%	2,355	5.85%	116
Stream Most Often - Dailymotion Games	423	0.77%	325	0.81%	105
Stream Most Often - Smashcast.tv	786	1.43%	281	0.70%	49

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Stream Most Often - Teamliquid.net	828	1.51%	405	1.01%	67
Stream Most Often - Worldgaming.com	297	0.54%	235	0.59%	109
Stream Most Often - Sports Broadcaster websites (e.g. TSN.ca)	1,588	2.89%	922	2.29%	79
Stream Most Often - Other	819	1.49%	604	1.50%	101
<b>Following/Genre/Leagues/Teams - Where Stream - Sometimes</b>					
Stream Sometimes - Twitch	3,885	7.08%	2,485	6.18%	87
Stream Sometimes - Facebook	3,212	5.85%	1,936	4.81%	82
Stream Sometimes - YouTube Gaming	1,660	3.02%	728	1.81%	60
Stream Sometimes - Dailymotion Games	2,546	4.64%	1,471	3.66%	79
Stream Sometimes - Smashcast.tv	3,711	6.76%	2,606	6.48%	96
Stream Sometimes - Teamliquid.net	2,307	4.20%	1,514	3.76%	90
Stream Sometimes - Mixer	3,832	6.98%	1,764	4.38%	63
Stream Sometimes - MLG	4,317	7.86%	3,061	7.61%	97
Stream Sometimes - Juked	3,881	7.07%	2,589	6.43%	91
Stream Sometimes - Worldgaming.com	3,985	7.26%	2,926	7.27%	100
Stream Sometimes - Sports Broadcaster websites (e.g. TSN.ca)	4,452	8.11%	2,288	5.69%	70
Stream Sometimes - Other	3,667	6.68%	1,932	4.80%	72
<b>Following/Genre/Leagues/Teams - Which eSports Genre Follow</b>					
eSports Genre - Fighting games	915	1.67%	698	1.73%	104
eSports Genre - First-person shooters	2,701	4.92%	2,262	5.62%	114
eSports Genre - Real time strategy	3,916	7.13%	2,549	6.33%	89
eSports Genre - Sports games	3,101	5.65%	1,809	4.50%	80
eSports Genre - Racing	1,573	2.86%	967	2.40%	84
eSports Genre - Multiplayer battle arenas	2,668	4.86%	1,142	2.84%	58
eSports Genre - Other	1,423	2.59%	1,072	2.66%	103
<b>Games/Leagues Follow - Fighting Games</b>					
Marvel vs Capcom	550	1.00%	226	0.56%	56
Mortal Kombat	426	0.78%	403	1.00%	128
Street Fighter	1,007	1.83%	433	1.08%	59
Super Smash Bros	279	0.51%	239	0.59%	116
Tekken	469	0.85%	227	0.56%	66
Other	265	0.48%	222	0.55%	115
<b>Games/Leagues Follow - First-Person Shooters</b>					
Battlefield series	1,008	1.84%	762	1.89%	103
Call of Duty series	527	0.96%	359	0.89%	93
Counter-Strike series (CS:GO)	391	0.71%	264	0.66%	93
CrossFire	650	1.18%	460	1.14%	97
Doom	422	0.77%	928	2.31%	300
Halo series	281	0.51%	697	1.73%	339
Overwatch	306	0.56%	175	0.44%	79
Rainbow Six Siege	265	0.48%	423	1.05%	219
Quake	236	0.43%	182	0.45%	105
Other	321	0.58%	196	0.49%	84

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<b>Games/Leagues Follow - Real Time Strategy</b>					
Clash of Clans	661	1.20%	628	1.56%	130
StarCraft: Brood War	285	0.52%	170	0.42%	81
StarCraft II	520	0.95%	356	0.88%	93
Warcraft III	1,821	3.32%	1,318	3.28%	99
Other	187	0.34%	122	0.30%	88
<b>Games/Leagues Follow - Sports Games</b>					
Sports Games - FIFA series	1,043	1.90%	484	1.20%	63
Sports Games - Madden NFL	369	0.67%	130	0.32%	48
Sports Games - NBA 2K	1,421	2.59%	744	1.85%	71
Sports Games - NHL	897	1.63%	387	0.96%	59
Sports Games - Pro Evolution Soccer	963	1.75%	374	0.93%	53
Sports Games - Rocket League	717	1.31%	633	1.57%	120
Sports Games - EA Sports UFC	167	0.31%	67	0.17%	55
Sports Games - Other	253	0.46%	137	0.34%	74
<b>Games/Leagues Follow - Racing</b>					
Racing - Formula 1	1,324	2.41%	571	1.42%	59
Racing - iRacing	438	0.80%	355	0.88%	110
Racing - Mario Kart	430	0.78%	276	0.69%	88
Racing - Need for Speed	539	0.98%	364	0.91%	93
Racing - Project CARS	615	1.12%	341	0.85%	76
Racing - Other	79	0.14%	35	0.09%	64
<b>Games/Leagues Follow - Multiplayer Battle Arenas</b>					
Apex Legends	276	0.50%	109	0.27%	54
Arena of Valor	174	0.32%	130	0.32%	100
Clash Royale	356	0.65%	276	0.69%	106
DotA	151	0.27%	108	0.27%	100
Fortnite	680	1.24%	264	0.66%	53
H1Z1 Battle Royale	40	0.07%	16	0.04%	57
Heroes of the Storm	358	0.65%	183	0.46%	71
League of Legends	781	1.42%	392	0.98%	69
PlayerUnknown's Battlegrounds	469	0.85%	479	1.19%	140
Other	43	0.08%	27	0.07%	88
<b>Games/Leagues follow - Other</b>					
Age of Empires	108	0.20%	105	0.26%	130
Magic: The Gathering Arena	959	1.75%	474	1.18%	67
Other	864	1.57%	782	1.94%	124
<b>Teams - This is My Favourite Team</b>					
Favourite Team - Astralis	227	0.41%	96	0.24%	59
Favourite Team - 100 Thieves	1,541	2.81%	1,061	2.64%	94
Favourite Team - Cooler Esport	321	0.58%	129	0.32%	55
Favourite Team - Counter Logic Gaming	1,205	2.19%	534	1.33%	61
Favourite Team - eStar Gaming	326	0.59%	112	0.28%	47

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Favourite Team - eUnited	203	0.37%	101	0.25%	68
Favourite Team - Evil Geniuses	355	0.65%	148	0.37%	57
Favourite Team - FaZe Clan	518	0.94%	398	0.99%	105
Favourite Team - G2 Esports	313	0.57%	255	0.63%	111
Favourite Team - NRG Esports	26	0.05%	20	0.05%	100
Favourite Team - Ninjas in Pyjamas	19	0.03%	14	0.04%	133
Favourite Team - Paris Saint-Germain Esports	86	0.16%	93	0.23%	144
Favourite Team - Royal Never Give Up	486	0.89%	265	0.66%	74
Favourite Team - Seattle Surge	165	0.30%	104	0.26%	87
Favourite Team - Sentinels	130	0.24%	115	0.29%	121
Favourite Team - Toronto Defiant	198	0.36%	166	0.41%	114
Favourite Team - Toronto Ultra	481	0.88%	549	1.37%	156
Favourite Team - Vancouver Titans	119	0.22%	90	0.22%	100
Favourite Team - Other	269	0.49%	169	0.42%	86
<b>Teams - Follow Occasionally</b>					
Follow Occasionally - 100 Thieves	1,275	2.32%	1,839	4.57%	197
Follow Occasionally - Astralis	1,334	2.43%	1,170	2.91%	120
Follow Occasionally - Cooler Esport	1,574	2.87%	922	2.29%	80
Follow Occasionally - Counter Logic Gaming	1,415	2.58%	940	2.34%	91
Follow Occasionally - eStar Gaming	1,576	2.87%	877	2.18%	76
Follow Occasionally - eUnited	1,142	2.08%	940	2.33%	112
Follow Occasionally - Evil Geniuses	2,294	4.18%	1,840	4.57%	109
Follow Occasionally - FaZe Clan	1,619	2.95%	1,247	3.10%	105
Follow Occasionally - Fnatic	3,124	5.69%	1,511	3.75%	66
Follow Occasionally - G2 Esports	707	1.29%	466	1.16%	90
Follow Occasionally - Gen. G	1,227	2.23%	783	1.95%	87
Follow Occasionally - Grizzlys Esports	1,259	2.29%	720	1.79%	78
Follow Occasionally - Lazarus	1,456	2.65%	1,057	2.63%	99
Follow Occasionally - Natus Vincere	731	1.33%	752	1.87%	141
Follow Occasionally - Ninjas in Pyjamas	2,889	5.26%	2,404	5.97%	113
Follow Occasionally - NRG Esports	1,714	3.12%	1,006	2.50%	80
Follow Occasionally - OG	2,277	4.15%	1,641	4.08%	98
Follow Occasionally - Paris Saint-Germain Esports	1,680	3.06%	958	2.38%	78
Follow Occasionally - Royal Never Give Up	1,734	3.16%	1,498	3.72%	118
Follow Occasionally - Seattle Surge	1,614	2.94%	1,237	3.07%	104
Follow Occasionally - Sentinels	1,851	3.37%	1,284	3.19%	95
Follow Occasionally - Team Liquid	582	1.06%	309	0.77%	73
Follow Occasionally - Team Secret	1,469	2.68%	805	2.00%	75
Follow Occasionally - Team SoloMid	1,373	2.50%	1,021	2.54%	102
Follow Occasionally - Team Vitality	2,622	4.77%	1,324	3.29%	69
Follow Occasionally - TnC Gaming	1,120	2.04%	978	2.43%	119
Follow Occasionally - Toronto Defiant	2,085	3.80%	1,261	3.13%	82
Follow Occasionally - Toronto Ultra	1,886	3.43%	1,035	2.57%	75

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Follow Occasionally - Vancouver Titans	1,338	2.44%	628	1.56%	64
Follow Occasionally - Vici Gaming	1,340	2.44%	763	1.90%	78
Follow Occasionally - Virtus.pro	2,335	4.25%	1,973	4.90%	115
Follow Occasionally - Other	675	1.23%	422	1.05%	85
<b>Teams - Neutral</b>					
Neutral - 100 Thieves	2,129	3.88%	845	2.10%	54
Neutral - Astralis	2,940	5.35%	1,297	3.22%	60
Neutral - Cooler Esport	2,016	3.67%	975	2.42%	66
Neutral - Counter Logic Gaming	2,828	5.15%	1,511	3.76%	73
Neutral - eStar Gaming	4,516	8.22%	2,049	5.09%	62
Neutral - eUnited	3,170	5.77%	1,496	3.72%	64
Neutral - Evil Geniuses	2,631	4.79%	1,470	3.65%	76
Neutral - FaZe Clan	3,165	5.76%	2,028	5.04%	88
Neutral - Fnatic	3,743	6.82%	2,243	5.57%	82
Neutral - G2 Esports	4,768	8.68%	3,018	7.50%	86
Neutral - Gen. G	3,745	6.82%	2,314	5.75%	84
Neutral - Grizzly Esports	3,432	6.25%	2,034	5.05%	81
Neutral - Lazarus	5,168	9.41%	2,986	7.42%	79
Neutral - Natus Vincere	4,036	7.35%	2,380	5.91%	80
Neutral - Ninjas in Pyjamas	2,275	4.14%	1,228	3.05%	74
Neutral - NRG Esports	3,650	6.65%	1,822	4.53%	68
Neutral - OG	2,566	4.67%	1,161	2.89%	62
Neutral - Paris Saint-Germain Esports	3,322	6.05%	1,542	3.83%	63
Neutral - Royal Never Give Up	2,744	5.00%	1,559	3.88%	78
Neutral - Seattle Surge	3,982	7.25%	2,465	6.13%	85
Neutral - Sentinels	3,393	6.18%	1,893	4.70%	76
Neutral - Team Liquid	3,129	5.70%	1,597	3.97%	70
Neutral - Team Secret	3,312	6.03%	1,939	4.82%	80
Neutral - Team SoloMid	3,750	6.83%	2,338	5.81%	85
Neutral - Team Vitality	3,416	6.22%	2,221	5.52%	89
Neutral - TnC Gaming	3,941	7.18%	2,111	5.25%	73
Neutral - Toronto Defiant	3,962	7.22%	2,253	5.60%	78
Neutral - Toronto Ultra	3,264	5.94%	1,455	3.61%	61
Neutral - Vancouver Titans	2,588	4.71%	1,392	3.46%	73
Neutral - Vici Gaming	2,511	4.57%	1,318	3.27%	72
Neutral - Virtus.pro	4,333	7.89%	2,550	6.34%	80
Neutral - Other	5,253	9.57%	4,546	11.29%	118
<b>Teams - Rarely Follow</b>					
Rarely Follow - 100 Thieves	3,493	6.36%	2,154	5.35%	84
Rarely Follow - Astralis	2,902	5.28%	1,695	4.21%	80
Rarely Follow - Cooler Esport	3,416	6.22%	2,534	6.30%	101
Rarely Follow - Counter Logic Gaming	3,688	6.72%	2,635	6.55%	97
Rarely Follow - eStar Gaming	4,215	7.68%	2,720	6.76%	88

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Rarely Follow - eUnited	4,606	8.39%	2,905	7.22%	86
Rarely Follow - Evil Geniuses	2,991	5.45%	1,485	3.69%	68
Rarely Follow - FaZe Clan	3,792	6.91%	2,757	6.85%	99
Rarely Follow - Fnatic	2,437	4.44%	1,720	4.27%	96
Rarely Follow - G2 Esports	3,427	6.24%	2,003	4.98%	80
Rarely Follow - Gen. G	3,938	7.17%	1,990	4.94%	69
Rarely Follow - Grizzlys Esports	4,122	7.51%	2,250	5.59%	74
Rarely Follow - Lazarus	2,933	5.34%	1,664	4.13%	77
Rarely Follow - Natus Vincere	3,808	6.93%	2,166	5.38%	78
Rarely Follow - Ninjas in Pyjamas	3,706	6.75%	2,317	5.76%	85
Rarely Follow - NRG Esports	4,205	7.66%	2,723	6.77%	88
Rarely Follow - OG	3,372	6.14%	2,154	5.35%	87
Rarely Follow - Paris Saint-Germain Esports	4,064	7.40%	2,420	6.01%	81
Rarely Follow - Royal Never Give Up	3,915	7.13%	2,297	5.71%	80
Rarely Follow - Seattle Surge	2,588	4.71%	1,440	3.58%	76
Rarely Follow - Sentinels	4,139	7.54%	2,654	6.60%	88
Rarely Follow - Team Liquid	4,713	8.58%	3,289	8.17%	95
Rarely Follow - Team Secret	3,507	6.39%	2,225	5.53%	87
Rarely Follow - Team SoloMid	4,195	7.64%	2,613	6.49%	85
Rarely Follow - Team Vitality	3,427	6.24%	2,315	5.75%	92
Rarely Follow - TnC Gaming	2,686	4.89%	1,742	4.33%	89
Rarely Follow - Toronto Defiant	3,128	5.70%	1,936	4.81%	84
Rarely Follow - Toronto Ultra	4,949	9.01%	3,526	8.76%	97
Rarely Follow - Vancouver Titans	4,776	8.70%	3,408	8.47%	97
Rarely Follow - Vici Gaming	5,085	9.26%	3,164	7.86%	85
Rarely Follow - Virtus.pro	3,243	5.91%	1,749	4.35%	74
Rarely Follow - Other	3,035	5.53%	2,072	5.15%	93
<b>Teams - Do Not Like It</b>					
Do Not Like It - 100 Thieves	2,738	4.99%	2,101	5.22%	105
Do Not Like It - Astralis	4,402	8.02%	3,075	7.64%	95
Do Not Like It - Cooler Esport	4,790	8.72%	2,947	7.32%	84
Do Not Like It - Counter Logic Gaming	2,038	3.71%	1,122	2.79%	75
Do Not Like It - eStar Gaming	1,511	2.75%	1,285	3.19%	116
Do Not Like It - eUnited	2,290	4.17%	1,742	4.33%	104
Do Not Like It - Evil Geniuses	2,879	5.24%	2,217	5.51%	105
Do Not Like It - FaZe Clan	1,903	3.47%	979	2.43%	70
Do Not Like It - Fnatic	2,771	5.05%	1,862	4.63%	92
Do Not Like It - G2 Esports	2,259	4.11%	1,489	3.70%	90
Do Not Like It - Gen. G	2,935	5.35%	1,793	4.46%	83
Do Not Like It - Grizzlys Esports	2,345	4.27%	1,979	4.92%	115
Do Not Like It - Lazarus	2,933	5.34%	2,093	5.20%	97
Do Not Like It - Natus Vincere	2,673	4.87%	1,796	4.46%	92
Do Not Like It - Ninjas in Pyjamas	2,247	4.09%	1,360	3.38%	83



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Do Not Like It - NRG Esports	1,525	2.78%	1,111	2.76%	99
Do Not Like It - OG	3,072	5.59%	2,080	5.17%	92
Do Not Like It - Paris Saint-Germain Esports	2,430	4.43%	1,818	4.52%	102
Do Not Like It - Royal Never Give Up	2,329	4.24%	1,540	3.83%	90
Do Not Like It - Seattle Surge	3,194	5.82%	1,883	4.68%	80
Do Not Like It - Sentinels	2,509	4.57%	1,582	3.93%	86
Do Not Like It - Team Liquid	3,012	5.49%	2,082	5.17%	94
Do Not Like It - Team Secret	2,590	4.72%	1,876	4.66%	99
Do Not Like It - Team SoloMid	1,864	3.39%	1,261	3.13%	92
Do Not Like It - Team Vitality	1,611	2.93%	1,079	2.68%	91
Do Not Like It - TnC Gaming	4,631	8.43%	2,444	6.07%	72
Do Not Like It - Toronto Defiant	2,096	3.82%	1,571	3.90%	102
Do Not Like It - Toronto Ultra	2,011	3.66%	1,704	4.23%	116
Do Not Like It - Vancouver Titans	2,167	3.95%	1,602	3.98%	101
Do Not Like It - Vici Gaming	2,376	4.33%	1,744	4.33%	100
Do Not Like It - Virtus.pro	2,347	4.27%	1,672	4.16%	97
Do Not Like It - Other	1,753	3.19%	849	2.11%	66
<b>Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Strongly Agree</b>					
eSports - I am emotionally connected to my team	1,517	2.76%	851	2.11%	76
eSports - I spend a lot of money on my team	295	0.54%	188	0.47%	87
eSports - I want everyone to know I am connected to my team	719	1.31%	512	1.27%	97
eSports - I devote as much time as I can to my team	272	0.50%	155	0.39%	78
eSports - I would be devastated if I could not follow my team	1,123	2.05%	788	1.96%	96
eSports - I strongly identify with my team	257	0.47%	142	0.35%	74
eSports - It's very important to me that my favourite team wins	511	0.93%	278	0.69%	74
eSports - I support my team regardless of performance	860	1.57%	516	1.28%	82
eSports - When someone criticizes my team, it feels like a personal insult	855	1.56%	592	1.47%	94
eSports - I feel better about myself when my favorite team is winning	454	0.83%	359	0.89%	107
eSports - I want to be friends with people who support my team	327	0.60%	98	0.25%	42
eSports - I believe esports teams and leagues should be structured/organized like traditional sports	508	0.93%	204	0.51%	55
eSports - It is important to me to have a local team to support	1,235	2.25%	765	1.90%	84
<b>Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Somewhat Agree</b>					
eSports - I am emotionally connected to my team	1,678	3.06%	1,144	2.84%	93
eSports - I spend a lot of money on my team	1,962	3.57%	1,066	2.65%	74
eSports - I want everyone to know I am connected to my team	1,339	2.44%	785	1.95%	80
eSports - I devote as much time as I can to my team	1,542	2.81%	706	1.75%	62
eSports - I would be devastated if I could not follow my team	880	1.60%	486	1.21%	76
eSports - I strongly identify with my team	1,537	2.80%	903	2.25%	80
eSports - It's very important to me that my favourite team wins	1,532	2.79%	1,188	2.95%	106
eSports - I support my team regardless of performance	1,466	2.67%	1,018	2.53%	95

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
eSports - When someone criticizes my team, it feels like a personal insult	2,010	3.66%	970	2.41%	66
eSports - I feel better about myself when my favorite team is winning	2,162	3.94%	1,248	3.10%	79
eSports - I want to be friends with people who support my team	1,730	3.15%	1,499	3.72%	118
eSports - I believe esports teams and leagues should be structured/organized like traditional ports	2,298	4.19%	1,976	4.91%	117
eSports - It is important to me to have a local team to support	2,726	4.96%	2,017	5.01%	101
<b>Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Undecided</b>					
eSports - I am emotionally connected to my team	2,309	4.21%	1,119	2.78%	66
eSports - I spend a lot of money on my team	2,670	4.86%	2,720	6.76%	139
eSports - I want everyone to know I am connected to my team	4,894	8.91%	2,745	6.82%	77
eSports - I devote as much time as I can to my team	3,702	6.74%	2,168	5.39%	80
eSports - I would be devastated if I could not follow my team	2,116	3.85%	1,559	3.87%	101
eSports - I strongly identify with my team	2,315	4.22%	1,801	4.47%	106
eSports - It's very important to me that my favourite team wins	2,449	4.46%	1,212	3.01%	67
eSports - I support my team regardless of performance	2,976	5.42%	2,372	5.89%	109
eSports - When someone criticizes my team, it feels like a personal insult	2,769	5.04%	1,622	4.03%	80
eSports - I feel better about myself when my favorite team is winning	3,535	6.44%	2,447	6.08%	94
eSports - I want to be friends with people who support my team	2,826	5.15%	1,393	3.46%	67
eSports - I believe esports teams and leagues should be structured/organized like traditional ports	2,648	4.82%	1,788	4.44%	92
eSports - It is important to me to have a local team to support	4,071	7.41%	2,524	6.27%	85
<b>Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Somewhat Disagree</b>					
eSports - I am emotionally connected to my team	879	1.60%	965	2.40%	150
eSports - I spend a lot of money on my team	1,236	2.25%	825	2.05%	91
eSports - I want everyone to know I am connected to my team	626	1.14%	557	1.38%	121
eSports - I devote as much time as I can to my team	970	1.77%	1,757	4.37%	247
eSports - I would be devastated if I could not follow my team	1,664	3.03%	1,372	3.41%	113
eSports - I strongly identify with my team	729	1.33%	582	1.45%	109
eSports - It's very important to me that my favourite team wins	1,798	3.28%	990	2.46%	75
eSports - I support my team regardless of performance	1,257	2.29%	913	2.27%	99
eSports - When someone criticizes my team, it feels like a personal insult	700	1.28%	625	1.55%	121
eSports - I feel better about myself when my favorite team is winning	992	1.81%	651	1.62%	90
eSports - I want to be friends with people who support my team	1,007	1.83%	430	1.07%	58
eSports - I believe esports teams and leagues should be structured/organized like traditional ports	674	1.23%	379	0.94%	76
eSports - It is important to me to have a local team to support	423	0.77%	420	1.05%	136
<b>Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Strongly Disagree</b>					
eSports - I am emotionally connected to my team	2,253	4.10%	1,575	3.91%	95



Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
eSports - I spend a lot of money on my team	1,355	2.47%	1,005	2.50%	101
eSports - I want everyone to know I am connected to my team	884	1.61%	521	1.29%	80
eSports - I devote as much time as I can to my team	1,487	2.71%	821	2.04%	75
eSports - I would be devastated if I could not follow my team	961	1.75%	529	1.32%	75
eSports - I strongly identify with my team	1,274	2.32%	826	2.05%	88
eSports - It's very important to me that my favourite team wins	803	1.46%	504	1.25%	86
eSports - I support my team regardless of performance	406	0.74%	213	0.53%	72
eSports - When someone criticizes my team, it feels like a personal insult	1,625	2.96%	1,042	2.59%	88
eSports - I feel better about myself when my favorite team is winning	608	1.11%	346	0.86%	77
eSports - I want to be friends with people who support my team	602	1.10%	767	1.91%	174
eSports - I believe esports teams and leagues should be structured/organized like traditional sports	377	0.69%	224	0.56%	81
eSports - It is important to me to have a local team to support	549	1.00%	241	0.60%	60
<b>Attending/Tickets - Attend Live Events at</b>					
eSports - Theatres	1,359	2.47%	721	1.79%	72
eSports - Convention centres	1,846	3.36%	1,673	4.16%	124
eSports - Arenas	4,124	7.51%	2,615	6.50%	87
eSports - Others	1,452	2.64%	915	2.27%	86
<b>Attending/Tickets - Likelihood of Attending Events in the Next Year</b>					
Attending Events Next Year - Very Likely	625	1.14%	437	1.09%	96
Attending Events Next Year - Somewhat Likely	4,470	8.14%	2,037	5.06%	62
Attending Events Next Year - Undecided	2,833	5.16%	2,186	5.43%	105
Attending Events Next Year - Somewhat Unlikely	585	1.07%	392	0.97%	91
Attending Events Next Year - Very Unlikely	2,951	5.37%	1,466	3.64%	68
<b>Attending/Tickets - Reason to Attend Events - Main Reason</b>					
Main Reason - eSports - If my favorite team/athlete is playing	1,109	2.02%	993	2.47%	122
Main Reason - eSports - If there is an event in my city	1,943	3.54%	1,471	3.66%	103
Main Reason - eSports - When my favorite team/athlete has made it to the finals/playoffs	813	1.48%	359	0.89%	60
Main Reason - eSports - When there are good teams/athletes competing	302	0.55%	162	0.40%	73
Main Reason - eSports - When the tickets are affordable	507	0.92%	301	0.75%	82
Main Reason - eSports - When I receive a free ticket	401	0.73%	312	0.78%	107
Main Reason - eSports - During my company's event	48	0.09%	26	0.07%	78
Main Reason - eSports - Other	1,364	2.48%	723	1.80%	73
<b>Attending/Tickets - Reason to Attend Events - Other Reasons</b>					
Other Reason - eSports - If my favorite team/athlete is playing	1,249	2.27%	644	1.60%	70
Other Reason - eSports - If there is an event in my city	2,891	5.26%	1,447	3.60%	68
Other Reason - eSports - When my favorite team/athlete has made it to the finals/playoffs	2,924	5.32%	1,728	4.29%	81

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Other Reason - eSports - When there are good teams/athletes competing	2,449	4.46%	2,129	5.29%	119
Other Reason - eSports - When the tickets are affordable	3,719	6.77%	2,412	5.99%	88
Other Reason - eSports - When I receive a free ticket	3,413	6.22%	2,052	5.10%	82
Other Reason - eSports - During my company's event	3,784	6.89%	2,412	5.99%	87
Other Reason - eSports - Other	1,610	2.93%	784	1.95%	67
<b>Attending/Tickets - Reason not to Attend</b>					
Reason not to Attend - eSports - Too big a time commitment	2,191	3.99%	1,416	3.52%	88
Reason not to Attend - eSports - Too much hassle	1,333	2.43%	1,056	2.63%	108
Reason not to Attend - eSports - Expensive	4,214	7.67%	2,178	5.41%	71
Reason not to Attend - eSports - Not a friendly crowd	2,897	5.28%	1,996	4.96%	94
Reason not to Attend - eSports - The venue is too far/ difficult to get to	3,343	6.09%	2,227	5.53%	91
Reason not to Attend - eSports - Traffic	2,449	4.46%	1,482	3.68%	83
Reason not to Attend - eSports - Limited transportation options	1,598	2.91%	838	2.08%	71
Reason not to Attend - eSports - Parking is difficult	1,019	1.86%	893	2.22%	119
Reason not to Attend - eSports - Visibility	904	1.65%	482	1.20%	73
Reason not to Attend - eSports - Too much rules to follow	1,957	3.56%	1,648	4.09%	115
Reason not to Attend - eSports - Food and drink limitations	441	0.80%	310	0.77%	96
Reason not to Attend - eSports - Noise	1,223	2.23%	446	1.11%	50
Reason not to Attend - eSports - Time of an event	1,373	2.50%	888	2.21%	88
Reason not to Attend - eSports - Other	1,330	2.42%	822	2.04%	84
<b>Attending/Tickets - Attitude towards Attending Events - Strongly Agree</b>					
I come to events because my family comes	95	0.17%	97	0.24%	141
I come to support the team/athletes because my friends support them	929	1.69%	917	2.28%	135
I enjoy engaging with the crowd	40	0.07%	23	0.06%	86
I enjoy the atmosphere	283	0.52%	107	0.27%	52
I enjoy going to the events with my friends	1,070	1.95%	958	2.38%	122
I enjoy going to the events with my family	428	0.78%	327	0.81%	104
I enjoy watching the athletic performance of the athletes	747	1.36%	538	1.34%	99
I come to events because I feel bored	50	0.09%	16	0.04%	44
I come to events because I feel lonely	130	0.24%	86	0.21%	88
Attending live events provides stress relief	38	0.07%	21	0.05%	71
I go to events because I am a big fan of the team/athletes	339	0.62%	240	0.60%	97
<b>Attending/Tickets - Attitude towards Attending Events - Somewhat Agree</b>					
I come to events because my family comes	1,680	3.06%	1,746	4.34%	142
I come to support the team/athletes because my friends support them	1,457	2.65%	757	1.88%	71
I enjoy engaging with the crowd	2,476	4.51%	1,586	3.94%	87
I enjoy the atmosphere	3,669	6.68%	2,152	5.35%	80
I enjoy going to the events with my friends	3,188	5.81%	1,931	4.80%	83
I enjoy going to the events with my family	2,391	4.35%	1,927	4.79%	110

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
I enjoy watching the athletic performance of the athletes	2,275	4.14%	1,326	3.29%	79
I come to events because I feel bored	1,879	3.42%	1,159	2.88%	84
I come to events because I feel lonely	1,901	3.46%	1,338	3.32%	96
Attending live events provides stress relief	2,202	4.01%	2,142	5.32%	133
I go to events because I am a big fan of the team/athletes	4,219	7.68%	2,912	7.24%	94
<b>Attending/Tickets - Attitude towards Attending Events - Undecided</b>					
I come to events because my family comes	1,673	3.05%	1,450	3.60%	118
I come to support the team/athletes because my friends support them	2,546	4.64%	1,877	4.66%	100
I enjoy engaging with the crowd	1,737	3.16%	1,155	2.87%	91
I enjoy the atmosphere	2,131	3.88%	1,428	3.55%	91
I enjoy going to the events with my friends	1,660	3.02%	1,300	3.23%	107
I enjoy going to the events with my family	3,143	5.72%	2,384	5.92%	103
I enjoy watching the athletic performance of the athletes	2,755	5.02%	2,443	6.07%	121
I come to events because I feel bored	2,450	4.46%	2,227	5.53%	124
I come to events because I feel lonely	2,741	4.99%	1,681	4.18%	84
Attending live events provides stress relief	4,258	7.75%	2,601	6.46%	83
I go to events because I am a big fan of the team/athletes	1,713	3.12%	1,014	2.52%	81
<b>Attending/Tickets - Attitude towards Attending Events - Somewhat Disagree</b>					
I come to events because my family comes	2,917	5.31%	2,297	5.71%	108
I come to support the team/athletes because my friends support them	1,154	2.10%	800	1.99%	95
I enjoy engaging with the crowd	743	1.35%	516	1.28%	95
I enjoy the atmosphere	661	1.20%	515	1.28%	107
I enjoy going to the events with my friends	288	0.52%	203	0.51%	98
I enjoy going to the events with my family	551	1.00%	324	0.81%	81
I enjoy watching the athletic performance of the athletes	444	0.81%	312	0.78%	96
I come to events because I feel bored	1,728	3.15%	862	2.14%	68
I come to events because I feel lonely	1,671	3.04%	1,098	2.73%	90
Attending live events provides stress relief	360	0.66%	253	0.63%	95
I go to events because I am a big fan of the team/athletes	996	1.81%	659	1.64%	91
<b>Attending/Tickets - Attitude towards Attending Events - Strongly Disagree</b>					
I come to events because my family comes	976	1.78%	661	1.64%	92
I come to support the team/athletes because my friends support them	449	0.82%	195	0.49%	60
I enjoy engaging with the crowd	1,286	2.34%	787	1.96%	84
I enjoy the atmosphere	20	0.04%	5	0.01%	25
I enjoy going to the events with my friends	80	0.15%	31	0.08%	53
I enjoy going to the events with my family	201	0.37%	123	0.31%	84
I enjoy watching the athletic performance of the athletes	53	0.10%	29	0.07%	70
I come to events because I feel bored	371	0.68%	581	1.44%	212
I come to events because I feel lonely	772	1.41%	714	1.77%	126
Attending live events provides stress relief	233	0.43%	164	0.41%	95

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
I go to events because I am a big fan of the team/athletes	240	0.44%	184	0.46%	105
<b>Attending/Tickets - Where Buy Tickets Usually</b>					
Ticket office at stadium/venue	2,646	4.82%	1,239	3.08%	64
Team website	2,960	5.39%	2,070	5.14%	95
Ticket agencies	3,329	6.06%	2,105	5.23%	86
Other websites (e.g. kijiji)	2,416	4.40%	1,517	3.77%	86
Private individual (e.g. in front of the venue, re - sale)	1,104	2.01%	577	1.43%	71
Other	4,838	8.81%	3,081	7.65%	87

Index	Description
$\geq 180$	Extremely High
$\geq 110$ and $< 180$	High
$\geq 90$ and $< 110$	Similar
$\geq 50$ and $< 90$	Low
$< 50$	Extremely Low

**Powered By:** PolarisIntelligence.com

**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: 2022/2023