Sports Fans and Followers - eSports Followers 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		
Following/Genre/Leagues/Teams-When last time - Follow					
Follow - Yesterday	574	1.00%	285	0.68%	68
Follow - Past week	3,425	5.97%	1,824	4.37%	73
Follow - Past month	6,056	10.56%	3,601	8.62%	82
Follow - Past 2-3 months	9,712	16.93%	5,615	13.45%	79
Follow - Past 6 months	10,575	18.43%	6,245	14.96%	81
Follow - Past year	12,199	21.26%	7,704	18.45%	87
Follow - Longer than that	2,069	3.61%	1,558	3.73%	103
Follow - Never	43,818	76.37%	33,151	79.38%	104
Following/Genre/Leagues/Teams - How Often Follow					
How Often Follow - A couple of times a day	732	1.28%	206	0.49%	38
How Often Follow - Once a Day	335	0.58%	1,145	2.74%	472
How Often Follow - A couple of times a week	1,921	3.35%	1,047	2.51%	75
How Often Follow - Once a week	1,550	2.70%	620	1.49%	55
How Often Follow - A couple of times a month	1,680	2.93%	1,315	3.15%	108
How Often Follow - Once a month	235	0.41%	262	0.63%	154
How Often Follow - A couple of times a year	3,072	5.35%	2,160	5.17%	97
How Often Follow - Once a year	327	0.57%	232	0.56%	98
How Often Follow - Less often	2,014	3.51%	1,559	3.73%	106
Following/Genre/Leagues/Teams - Time Spent Following in a Typical Week					
Time Spent - Less than 2 hours	7,088	12.35%	5,109	12.23%	99
Time Spent - 2-4 hours	2,468	4.30%	1,175	2.81%	65
Time Spent - 4-7 hours	2,007	3.50%	1,228	2.94%	84
Time Spent - More than 7 hours	1,347	2.35%	736	1.76%	75
Following/Genre/Leagues/Teams - Device(s) Use to Follow - Most Often					
Device Use Most Often - TV	3,531	6.16%	1,585	3.80%	62
Device Use Most Often - Computer	4,112	7.17%	2,528	6.05%	84
Device Use Most Often - Mobile phone	1,929	3.36%	1,979	4.74%	141
Device Use Most Often - Tablet	1,007	1.76%	813	1.95%	111
Device Use Most Often - Gaming console	955	1.67%	473	1.13%	68
Following/Genre/Leagues/Teams - Device(s) Use to Follow - Sometimes					
Device Use Sometimes - TV	3,551	6.19%	2,289	5.48%	89
Device Use Sometimes - Computer	4,901	8.54%	3,149	7.54%	88
Device Use Sometimes - Mobile phone	4,305	7.50%	2,534	6.07%	81
Device Use Sometimes - Tablet	6,923	12.07%	4,072	9.75%	81
Device Use Sometimes - Gaming console	5,542	9.66%	2,798	6.70%	69
Following/Genre/Leagues/Teams - Where Stream - Most Often					
Stream Most Often - Twitch	926	1.61%	385	0.92%	57
Stream Most Often - Facebook	1,960	3.42%	1,319	3.16%	92
Stream Most Often - YouTube Gaming	2,905	5.06%	2,435	5.83%	115
Stream Most Often - Dailymotion Games	442	0.77%	338	0.81%	105
Stream Most Often - Smashcast.tv	818	1.43%	289	0.69%	48

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Stream Most Often - Teamliquid.net	872	1.52%	421	1.01%	66
Stream Most Often - Worldgaming.com	310	0.54%	244	0.59%	109
Stream Most Often - Sports Broadcaster websites (e.g. TSN.ca)	1,656	2.89%	954	2.28%	79
Stream Most Often - Other	853	1.49%	627	1.50%	101
Following/Genre/Leagues/Teams - Where Stream - Sometimes					
Stream Sometimes - Twitch	4,053	7.06%	2,579	6.18%	88
Stream Sometimes - Facebook	3,357	5.85%	2,013	4.82%	82
Stream Sometimes - YouTube Gaming	1,733	3.02%	754	1.81%	60
Stream Sometimes - Dailymotion Games	2,663	4.64%	1,528	3.66%	79
Stream Sometimes - Smashcast.tv	3,888	6.78%	2,708	6.49%	96
Stream Sometimes - Teamliquid.net	2,413	4.21%	1,564	3.75%	89
Stream Sometimes - Mixer	3,998	6.97%	1,829	4.38%	63
Stream Sometimes - MLG	4,517	7.87%	3,181	7.62%	97
Stream Sometimes - Juked	4,060	7.08%	2,683	6.43%	91
Stream Sometimes - Worldgaming.com	4,162	7.25%	3,048	7.30%	101
Stream Sometimes - Sports Broadcaster websites (e.g. TSN.ca)	4,650	8.10%	2,372	5.68%	70
Stream Sometimes - Other	3,831	6.68%	2,007	4.81%	72
Following/Genre/Leagues/Teams - Which eSports Genre Follow					
eSports Genre - Fighting games	952	1.66%	721	1.73%	104
eSports Genre - First-person shooters	2,828	4.93%	2,342	5.61%	114
eSports Genre - Real time strategy	4,090	7.13%	2,640	6.32%	89
eSports Genre - Sports games	3,239	5.65%	1,878	4.50%	80
eSports Genre - Racing	1,639	2.86%	998	2.39%	84
eSports Genre - Multiplayer battle arenas	2,777	4.84%	1,188	2.84%	59
eSports Genre - Other	1,486	2.59%	1,112	2.66%	103
Games/Leagues Follow - Fighting Games					
Marvel vs Capcom	574	1.00%	231	0.55%	55
Mortal Kombat	445	0.78%	418	1.00%	128
Street Fighter	1,041	1.81%	453	1.09%	60
Super Smash Bros	290	0.51%	247	0.59%	116
Tekken	489	0.85%	236	0.57%	67
Other	277	0.48%	230	0.55%	115
Games/Leagues Follow - First-Person Shooters					
Battlefield series	1,053	1.84%	793	1.90%	103
Call of Duty series	549	0.96%	371	0.89%	93
Counter-Strike series (CS:GO)	408	0.71%	274	0.66%	93
CrossFire	679	1.18%	477	1.14%	97
Doom	443	0.77%	959	2.30%	299
Halo series	294	0.51%	718	1.72%	337
Overwatch	320	0.56%	182	0.44%	79
Rainbow Six Siege	277	0.48%	437	1.05%	219
Quake	247	0.43%	189	0.45%	105
Other	335	0.58%	204	0.49%	84

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Games/Leagues Follow - Real Time Strategy					
Clash of Clans	690	1.20%	653	1.57%	131
StarCraft: Brood War	298	0.52%	176	0.42%	81
StarCraft II	541	0.94%	368	0.88%	94
Warcraft III	1,908	3.33%	1,365	3.27%	98
Other	195	0.34%	128	0.31%	91
Games/Leagues Follow - Sports Games					
Sports Games - FIFA series	1,093	1.91%	500	1.20%	63
Sports Games - Madden NFL	382	0.67%	135	0.32%	48
Sports Games - NBA 2K	1,502	2.62%	773	1.85%	71
Sports Games - NHL	939	1.64%	402	0.96%	59
Sports Games - Pro Evolution Soccer	1,005	1.75%	388	0.93%	53
Sports Games - Rocket League	750	1.31%	656	1.57%	120
Sports Games - EA Sports UFC	175	0.31%	70	0.17%	55
Sports Games - Other	265	0.46%	142	0.34%	74
Games/Leagues Follow - Racing					
Racing - Formula 1	1,379	2.40%	589	1.41%	59
Racing - iRacing	457	0.80%	368	0.88%	110
Racing - Mario Kart	449	0.78%	287	0.69%	88
Racing - Need for Speed	562	0.98%	378	0.91%	93
Racing - Project CARS	642	1.12%	354	0.85%	76
Racing - Other	82	0.14%	36	0.09%	64
Games/Leagues Follow - Multiplayer Battle Arenas					
Apex Legends	287	0.50%	113	0.27%	54
Arena of Valor	182	0.32%	136	0.33%	103
Clash Royale	372	0.65%	287	0.69%	106
DotA	157	0.27%	112	0.27%	100
Fortnite	759	1.32%	278	0.67%	51
H1Z1 Battle Royale	42	0.07%	17	0.04%	57
Heroes of the Storm	374	0.65%	190	0.45%	69
League of Legends	813	1.42%	410	0.98%	69
PlayerUnknown's Battlegrounds	487	0.85%	499	1.19%	140
Other	45	0.08%	28	0.07%	88
Games/Leagues follow - Other					
Age of Empires	113	0.20%	109	0.26%	130
Magic: The Gathering Arena	1,005	1.75%	495	1.19%	68
Other	902	1.57%	809	1.94%	124
Teams - This is My Favourite Team					
Favourite Team - Astralis	236	0.41%	99	0.24%	59
Favourite Team - 100 Thieves	1,622	2.83%	1,101	2.64%	93
Favourite Team - Cooler Esport	335	0.58%	134	0.32%	55
Favourite Team - Counter Logic Gaming	1,257	2.19%	553	1.32%	60
Favourite Team - eStar Gaming	340	0.59%	117	0.28%	47

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Favourite Team - eUnited	212	0.37%	105	0.25%	68
Favourite Team - Evil Geniuses	371	0.65%	154	0.37%	57
Favourite Team - FaZe Clan	542	0.94%	412	0.99%	105
Favourite Team - G2 Esports	322	0.56%	263	0.63%	113
Favourite Team - NRG Esports	27	0.05%	21	0.05%	100
Favourite Team - Ninjas in Pyjamas	20	0.03%	15	0.04%	133
Favourite Team - Paris Saint-Germain Esports	90	0.16%	96	0.23%	144
Favourite Team - Royal Never Give Up	508	0.89%	275	0.66%	74
Favourite Team - Seattle Surge	172	0.30%	107	0.26%	87
Favourite Team - Sentinels	136	0.24%	120	0.29%	121
Favourite Team - Toronto Defiant	206	0.36%	172	0.41%	114
Favourite Team - Toronto Ultra	503	0.88%	571	1.37%	156
Favourite Team - Vancouver Titans	125	0.22%	93	0.22%	100
Favourite Team - Other	281	0.49%	175	0.42%	86
Teams - Follow Occasionally					
Follow Occasionally - 100 Thieves	1,338	2.33%	1,904	4.56%	196
Follow Occasionally - Astralis	1,410	2.46%	1,203	2.88%	117
Follow Occasionally - Cooler Esport	1,647	2.87%	953	2.28%	79
Follow Occasionally - Counter Logic Gaming	1,484	2.59%	972	2.33%	90
Follow Occasionally - eStar Gaming	1,648	2.87%	911	2.18%	76
Follow Occasionally - eUnited	1,198	2.09%	972	2.33%	111
Follow Occasionally - Evil Geniuses	2,404	4.19%	1,901	4.55%	109
Follow Occasionally - FaZe Clan	1,702	2.97%	1,284	3.07%	103
Follow Occasionally - Fnatic	3,272	5.70%	1,565	3.75%	66
Follow Occasionally - G2 Esports	743	1.30%	482	1.15%	88
Follow Occasionally - Gen. G	1,282	2.23%	813	1.95%	87
Follow Occasionally - Grizzlys Esports	1,314	2.29%	741	1.78%	78
Follow Occasionally - Lazarus	1,521	2.65%	1,090	2.61%	98
Follow Occasionally - Natus Vincere	766	1.34%	773	1.85%	138
Follow Occasionally - Ninjas in Pyjamas	3,029	5.28%	2,483	5.95%	113
Follow Occasionally - NRG Esports	1,793	3.13%	1,030	2.47%	79
Follow Occasionally - OG	2,384	4.16%	1,696	4.06%	98
Follow Occasionally - Paris Saint-Germain Esports	1,761	3.07%	993	2.38%	78
Follow Occasionally - Royal Never Give Up	1,821	3.17%	1,552	3.72%	117
Follow Occasionally - Seattle Surge	1,689	2.94%	1,279	3.06%	104
Follow Occasionally - Sentinels	1,942	3.39%	1,328	3.18%	94
Follow Occasionally - Team Liquid	609	1.06%	320	0.77%	73
Follow Occasionally - Team Secret	1,545	2.69%	833	1.99%	74
Follow Occasionally - Team SoloMid	1,443	2.52%	1,059	2.54%	101
Follow Occasionally - Team Vitality	2,735	4.77%	1,371	3.28%	69
Follow Occasionally - TnC Gaming	1,170	2.04%	1,018	2.44%	120
Follow Occasionally - Toronto Defiant	2,185	3.81%	1,313	3.14%	82
Follow Occasionally - Toronto Ultra	1,976	3.45%	1,071	2.56%	74

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Follow Occasionally - Vancouver Titans	1,403	2.45%	652	1.56%	64
Follow Occasionally - Vici Gaming	1,401	2.44%	788	1.89%	77
Follow Occasionally - Virtus.pro	2,453	4.28%	2,038	4.88%	114
Follow Occasionally - Other	704	1.23%	435	1.04%	85
Teams - Neutral					
Neutral - 100 Thieves	2,218	3.87%	880	2.11%	55
Neutral - Astralis	3,066	5.34%	1,346	3.22%	60
Neutral - Cooler Esport	2,103	3.67%	1,008	2.41%	66
Neutral - Counter Logic Gaming	2,945	5.13%	1,567	3.75%	73
Neutral - eStar Gaming	4,706	8.20%	2,122	5.08%	62
Neutral - eUnited	3,308	5.77%	1,546	3.70%	64
Neutral - Evil Geniuses	2,749	4.79%	1,519	3.64%	76
Neutral - FaZe Clan	3,302	5.75%	2,099	5.03%	87
Neutral - Fnatic	3,906	6.81%	2,325	5.57%	82
Neutral - G2 Esports	4,989	8.70%	3,127	7.49%	86
Neutral - Gen. G	3,912	6.82%	2,394	5.73%	84
Neutral - Grizzlys Esports	3,583	6.25%	2,107	5.05%	81
Neutral - Lazarus	5,403	9.42%	3,092	7.40%	79
Neutral - Natus Vincere	4,217	7.35%	2,464	5.90%	80
Neutral - Ninjas in Pyjamas	2,378	4.14%	1,274	3.05%	74
Neutral - NRG Esports	3,807	6.64%	1,887	4.52%	68
Neutral - OG	2,678	4.67%	1,203	2.88%	62
Neutral - Paris Saint-Germain Esports	3,469	6.05%	1,605	3.84%	63
Neutral - Royal Never Give Up	2,858	4.98%	1,610	3.86%	78
Neutral - Seattle Surge	4,158	7.25%	2,550	6.11%	84
Neutral - Sentinels	3,548	6.18%	1,960	4.69%	76
Neutral - Team Liquid	3,270	5.70%	1,652	3.96%	69
Neutral - Team Secret	3,463	6.04%	2,007	4.81%	80
Neutral - Team SoloMid	3,919	6.83%	2,417	5.79%	85
Neutral - Team Vitality	3,569	6.22%	2,299	5.50%	88
Neutral - TnC Gaming	4,123	7.19%	2,188	5.24%	73
Neutral - Toronto Defiant	4,133	7.20%	2,331	5.58%	78
Neutral - Toronto Ultra	3,408	5.94%	1,508	3.61%	61
Neutral - Vancouver Titans	2,706	4.72%	1,441	3.45%	73
Neutral - Vici Gaming	2,623	4.57%	1,365	3.27%	72
Neutral - Virtus.pro	4,526	7.89%	2,635	6.31%	80
Neutral - Other	5,480	9.55%	4,702	11.26%	118
Teams - Rarely Follow					
Rarely Follow - 100 Thieves	3,643	6.35%	2,228	5.34%	84
Rarely Follow - Astralis	3,027	5.28%	1,760	4.21%	80
Rarely Follow - Cooler Esport	3,575	6.23%	2,626	6.29%	101
Rarely Follow - Counter Logic Gaming	3,847	6.70%	2,732	6.54%	98
Rarely Follow - eStar Gaming	4,397	7.66%	2,812	6.74%	88

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Rarely Follow - eUnited	4,812	8.39%	3,014	7.22%	86
Rarely Follow - Evil Geniuses	3,120	5.44%	1,546	3.70%	68
Rarely Follow - FaZe Clan	3,953	6.89%	2,864	6.86%	100
Rarely Follow - Fnatic	2,542	4.43%	1,782	4.27%	96
Rarely Follow - G2 Esports	3,578	6.24%	2,084	4.99%	80
Rarely Follow - Gen. G	4,100	7.15%	2,065	4.95%	69
Rarely Follow - Grizzlys Esports	4,306	7.50%	2,333	5.59%	75
Rarely Follow - Lazarus	3,060	5.33%	1,727	4.13%	77
Rarely Follow - Natus Vincere	3,968	6.92%	2,251	5.39%	78
Rarely Follow - Ninjas in Pyjamas	3,869	6.74%	2,403	5.76%	85
Rarely Follow - NRG Esports	4,392	7.66%	2,823	6.76%	88
Rarely Follow - OG	3,512	6.12%	2,235	5.35%	87
Rarely Follow - Paris Saint-Germain Esports	4,239	7.39%	2,504	6.00%	81
Rarely Follow - Royal Never Give Up	4,081	7.11%	2,383	5.71%	80
Rarely Follow - Seattle Surge	2,699	4.70%	1,493	3.58%	76
Rarely Follow - Sentinels	4,310	7.51%	2,750	6.59%	88
Rarely Follow - Team Liquid	4,921	8.58%	3,409	8.16%	95
Rarely Follow - Team Secret	3,648	6.36%	2,311	5.53%	87
Rarely Follow - Team SoloMid	4,378	7.63%	2,710	6.49%	85
Rarely Follow - Team Vitality	3,574	6.23%	2,401	5.75%	92
Rarely Follow - TnC Gaming	2,802	4.88%	1,806	4.33%	89
Rarely Follow - Toronto Defiant	3,258	5.68%	2,002	4.79%	84
Rarely Follow - Toronto Ultra	5,159	8.99%	3,657	8.76%	97
Rarely Follow - Vancouver Titans	4,984	8.69%	3,529	8.45%	97
Rarely Follow - Vici Gaming	5,300	9.24%	3,280	7.86%	85
Rarely Follow - Virtus.pro	3,384	5.90%	1,816	4.35%	74
Rarely Follow - Other	3,169	5.52%	2,144	5.13%	93
Teams - Do Not Like It					
Do Not Like It - 100 Thieves	2,858	4.98%	2,178	5.22%	105
Do Not Like It - Astralis	4,594	8.01%	3,189	7.64%	95
Do Not Like It - Cooler Esport	4,995	8.71%	3,054	7.31%	84
Do Not Like It - Counter Logic Gaming	2,132	3.72%	1,163	2.79%	75
Do Not Like It - eStar Gaming	1,584	2.76%	1,330	3.19%	116
Do Not Like It - eUnited	2,391	4.17%	1,806	4.33%	104
Do Not Like It - Evil Geniuses	3,008	5.24%	2,295	5.50%	105
Do Not Like It - FaZe Clan	1,990	3.47%	1,015	2.43%	70
Do Not Like It - Fnatic	2,895	5.05%	1,930	4.62%	91
Do Not Like It - G2 Esports	2,360	4.11%	1,543	3.70%	90
Do Not Like It - Gen. G	3,074	5.36%	1,861	4.46%	83
Do Not Like It - Grizzlys Esports	2,448	4.27%	2,050	4.91%	115
Do Not Like It - Lazarus	3,060	5.33%	2,174	5.21%	98
Do Not Like It - Natus Vincere	2,791	4.87%	1,861	4.46%	92
Do Not Like It - Ninjas in Pyjamas	2,343	4.08%	1,409	3.38%	83

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Do Not Like It - NRG Esports	1,596	2.78%	1,155	2.77%	100
Do Not Like It - OG	3,217	5.61%	2,158	5.17%	92
Do Not Like It - Paris Saint-Germain Esports	2,538	4.42%	1,887	4.52%	102
Do Not Like It - Royal Never Give Up	2,439	4.25%	1,596	3.82%	90
Do Not Like It - Seattle Surge	3,341	5.82%	1,955	4.68%	80
Do Not Like It - Sentinels	2,620	4.57%	1,641	3.93%	86
Do Not Like It - Team Liquid	3,141	5.47%	2,154	5.16%	94
Do Not Like It - Team Secret	2,709	4.72%	1,944	4.65%	99
Do Not Like It - Team SoloMid	1,946	3.39%	1,308	3.13%	92
Do Not Like It - Team Vitality	1,681	2.93%	1,119	2.68%	91
Do Not Like It - TnC Gaming	4,828	8.41%	2,535	6.07%	72
Do Not Like It - Toronto Defiant	2,192	3.82%	1,627	3.90%	102
Do Not Like It - Toronto Ultra	2,103	3.67%	1,766	4.23%	115
Do Not Like It - Vancouver Titans	2,262	3.94%	1,665	3.99%	101
Do Not Like It - Vici Gaming	2,489	4.34%	1,806	4.32%	100
Do Not Like It - Virtus.pro	2,451	4.27%	1,734	4.15%	97
Do Not Like It - Other	1,834	3.20%	883	2.12%	66
Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Strongly Agree					
eSports - I am emotionally connected to my team	1,584	2.76%	881	2.11%	76
eSports - I spend a lot of money on my team	308	0.54%	196	0.47%	87
eSports - I want everyone to know I am connected to my team	754	1.32%	533	1.28%	97
eSports - I devote as much time as I can to my team	284	0.50%	161	0.39%	78
eSports - I would be devastated if I could not follow my team	1,181	2.06%	815	1.95%	95
eSports - I strongly identify with my team	270	0.47%	148	0.35%	74
eSports - It's very important to me that my favourite team wins	534	0.93%	288	0.69%	74
eSports - I support my team regardless of performance	896	1.56%	538	1.29%	83
eSports - When someone criticizes my team, it feels like a personal insult	892	1.56%	613	1.47%	94
eSports - I feel better about myself when my favorite team is winning	476	0.83%	374	0.90%	108
eSports - I want to be friends with people who support my team	348	0.61%	103	0.25%	41
eSports - I believe esports teams and leagues should be structured/organized like traditional ports	528	0.92%	212	0.51%	55
eSports - It is important to me to have a local team to support	1,298	2.26%	794	1.90%	84
Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Somewhat Agree					
eSports - I am emotionally connected to my team	1,750	3.05%	1,183	2.83%	93
eSports - I spend a lot of money on my team	2,046	3.57%	1,108	2.65%	74
eSports - I want everyone to know I am connected to my team	1,397	2.43%	813	1.95%	80
eSports - I devote as much time as I can to my team	1,615	2.81%	727	1.74%	62
eSports - I would be devastated if I could not follow my team	919	1.60%	500	1.20%	75
eSports - I strongly identify with my team	1,604	2.80%	933	2.23%	80
eSports - It's very important to me that my favourite team wins	1,595	2.78%	1,229	2.94%	106
eSports - I support my team regardless of performance	1,533	2.67%	1,054	2.52%	94

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	2,103	3.66%	1,001	2.40%	66
eSports - I feel better about myself when my favorite team is winning	2,257	3.93%	1,293	3.10%	79
eSports - I want to be friends with people who support my team	1,809	3.15%	1,547	3.71%	118
eSports - I believe esports teams and leagues should be structured/organized like traditional ports	2,399	4.18%	2,046	4.90%	117
eSports - It is important to me to have a local team to support	2,851	4.97%	2,082	4.99%	100
Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Undecided					
eSports - I am emotionally connected to my team	2,412	4.20%	1,164	2.79%	66
eSports - I spend a lot of money on my team	2,804	4.89%	2,817	6.75%	138
eSports - I want everyone to know I am connected to my team	5,133	8.95%	2,854	6.84%	76
eSports - I devote as much time as I can to my team	3,866	6.74%	2,249	5.39%	80
eSports - I would be devastated if I could not follow my team	2,214	3.86%	1,621	3.88%	101
eSports - I strongly identify with my team	2,428	4.23%	1,868	4.47%	106
eSports - It's very important to me that my favourite team wins	2,566	4.47%	1,260	3.02%	68
eSports - I support my team regardless of performance	3,111	5.42%	2,476	5.93%	109
eSports - When someone criticizes my team, it feels like a personal insult	2,892	5.04%	1,687	4.04%	80
eSports - I feel better about myself when my favorite team is winning	3,692	6.43%	2,543	6.09%	95
eSports - I want to be friends with people who support my team	2,953	5.15%	1,450	3.47%	67
eSports - I believe esports teams and leagues should be structured/organized like traditional ports	2,777	4.84%	1,851	4.43%	92
eSports - It is important to me to have a local team to support	4,244	7.40%	2,633	6.31%	85
Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Somewhat Disagree					
eSports - I am emotionally connected to my team	919	1.60%	1,002	2.40%	150
eSports - I spend a lot of money on my team	1,296	2.26%	854	2.04%	90
eSports - I want everyone to know I am connected to my team	650	1.13%	578	1.38%	122
eSports - I devote as much time as I can to my team	1,016	1.77%	1,821	4.36%	246
eSports - I would be devastated if I could not follow my team	1,738	3.03%	1,425	3.41%	113
eSports - I strongly identify with my team	761	1.33%	603	1.44%	108
eSports - It's very important to me that my favourite team wins	1,875	3.27%	1,024	2.45%	75
eSports - I support my team regardless of performance	1,316	2.29%	938	2.25%	98
eSports - When someone criticizes my team, it feels like a personal insult	732	1.28%	648	1.55%	121
eSports - I feel better about myself when my favorite team is winning	1,046	1.82%	669	1.60%	88
eSports - I want to be friends with people who support my team	1,053	1.84%	447	1.07%	58
eSports - I believe esports teams and leagues should be structured/organized like traditional ports	704	1.23%	392	0.94%	76
eSports - It is important to me to have a local team to support	443	0.77%	434	1.04%	135
Following/Genre/Leagues/Teams - Attitude Towards Favourite Team - Strongly Disagree					
eSports - I am emotionally connected to my team	2,368	4.13%	1,630	3.90%	94

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	1,410	2.46%	1,039	2.49%	101
eSports - I want everyone to know I am connected to my team	925	1.61%	539	1.29%	80
eSports - I devote as much time as I can to my team	1,548	2.70%	851	2.04%	76
eSports - I would be devastated if I could not follow my team	1,000	1.74%	546	1.31%	75
eSports - I strongly identify with my team	1,330	2.32%	857	2.05%	88
eSports - It's very important to me that my favourite team wins	839	1.46%	523	1.25%	86
eSports - I support my team regardless of performance	425	0.74%	221	0.53%	72
eSports - When someone criticizes my team, it feels like a personal insult	1,700	2.96%	1,076	2.58%	87
eSports - I feel better about myself when my favorite team is winning	634	1.11%	358	0.86%	77
eSports - I want to be friends with people who support my team	630	1.10%	790	1.89%	172
eSports - I believe esports teams and leagues should be structured/organized like traditional ports	394	0.69%	232	0.56%	81
eSports - It is important to me to have a local team to support	573	1.00%	249	0.60%	60
Attending/Tickets - Attend Live Events at					
eSports - Theatres	1,416	2.47%	749	1.79%	72
eSports - Convention centres	1,929	3.36%	1,736	4.16%	124
eSports - Arenas	4,302	7.50%	2,705	6.48%	86
eSports - Others	1,523	2.66%	949	2.27%	85
Attending/Tickets - Likelihood of Attending Events in the Next Year					
Attending Events Next Year - Very Likely	653	1.14%	453	1.09%	96
Attending Events Next Year - Somewhat Likely	4,656	8.11%	2,116	5.07%	63
Attending Events Next Year - Undecided	2,960	5.16%	2,264	5.42%	105
Attending Events Next Year - Somewhat Unlikely	611	1.07%	406	0.97%	91
Attending Events Next Year - Very Unlikely	3,094	5.39%	1,524	3.65%	68
Attending/Tickets - Reason to Attend Events - Main Reason					
Main Reason - eSports - If my favorite team/athlete is playing	1,155	2.01%	1,034	2.48%	123
Main Reason - eSports - If there is an event in my city	2,032	3.54%	1,509	3.61%	102
Main Reason - eSports - When my favorite team/athlete has made it to the finals/playoffs	849	1.48%	373	0.89%	60
Main Reason - eSports - When there are good teams/athletes competing	316	0.55%	168	0.40%	73
Main Reason - eSports - When the tickets are affordable	530	0.92%	312	0.75%	82
Main Reason - eSports - When I receive a free ticket	419	0.73%	324	0.78%	107
Main Reason - eSports - During my company's event	50	0.09%	27	0.07%	78
Main Reason - eSports - Other	1,422	2.48%	750	1.80%	73
Attending/Tickets - Reason to Attend Events - Other Reasons					
Other Reason - eSports - If my favorite team/athlete is playing	1,302	2.27%	671	1.61%	71
Other Reason - eSports - If there is an event in my city	3,017	5.26%	1,502	3.60%	68
Other Reason - eSports - When my favorite team/athlete has made it to the finals/playoffs	3,059	5.33%	1,792	4.29%	80

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	2,557	4.46%	2,209	5.29%	119
Other Reason - eSports - When the tickets are affordable	3,895	6.79%	2,497	5.98%	88
Other Reason - eSports - When I receive a free ticket	3,557	6.20%	2,128	5.10%	82
Other Reason - eSports - During my company's event	3,949	6.88%	2,506	6.00%	87
Other Reason - eSports - Other	1,684	2.93%	811	1.94%	66
Attending/Tickets - Reason not to Attend					
Reason not to Attend - eSports - Too big a time commitment	2,299	4.01%	1,474	3.53%	88
Reason not to Attend - eSports - Too much hassle	1,389	2.42%	1,094	2.62%	108
Reason not to Attend - eSports - Expensive	4,402	7.67%	2,260	5.41%	71
Reason not to Attend - eSports - Not a friendly crowd	3,033	5.29%	2,058	4.93%	93
Reason not to Attend - eSports - The venue is too far/ difficult to get to	3,502	6.10%	2,305	5.52%	90
Reason not to Attend - eSports - Traffic	2,558	4.46%	1,535	3.68%	83
Reason not to Attend - eSports - Limited transportation options	1,664	2.90%	871	2.09%	72
Reason not to Attend - eSports - Parking is difficult	1,067	1.86%	927	2.22%	119
Reason not to Attend - eSports - Visibility	944	1.65%	500	1.20%	73
Reason not to Attend - eSports - Too much rules to follow	2,060	3.59%	1,707	4.09%	114
Reason not to Attend - eSports - Food and drink limitations	461	0.80%	322	0.77%	96
Reason not to Attend - eSports - Noise	1,279	2.23%	465	1.11%	50
Reason not to Attend - eSports - Time of an event	1,434	2.50%	923	2.21%	88
Reason not to Attend - eSports - Other	1,387	2.42%	847	2.03%	84
Attending/Tickets - Attitude towards Attending Events - Strongly Agree					
I come to events because my family comes	99	0.17%	100	0.24%	141
I come to support the team/athletes because my friends support them	972	1.69%	952	2.28%	135
I enjoy engaging with the crowd	42	0.07%	23	0.06%	86
I enjoy the atmosphere	294	0.51%	111	0.27%	53
I enjoy going to the events with my friends	1,120	1.95%	992	2.38%	122
I enjoy going to the events with my family	448	0.78%	340	0.81%	104
I enjoy watching the athletic performance of the athletes	783	1.36%	562	1.35%	99
I come to events because I feel bored	53	0.09%	17	0.04%	44
I come to events because I feel lonely	136	0.24%	89	0.21%	88
Attending live events provides stress relief	39	0.07%	21	0.05%	71
I go to events because I am a big fan of the team/athletes	353	0.62%	251	0.60%	97
Attending/Tickets - Attitude towards Attending Events - Somewhat Agree					
I come to events because my family comes	1,750	3.05%	1,811	4.34%	142
I come to support the team/athletes because my friends support them	1,519	2.65%	785	1.88%	71
I enjoy engaging with the crowd	2,581	4.50%	1,642	3.93%	87
I enjoy the atmosphere	3,834	6.68%	2,234	5.35%	80
I enjoy going to the events with my friends	3,318	5.78%	1,999	4.79%	83
I enjoy going to the events with my family	2,499	4.36%	1,994	4.78%	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	2,364	4.12%	1,373	3.29%	80
I come to events because I feel bored	1,963	3.42%	1,194	2.86%	84
I come to events because I feel lonely	1,982	3.46%	1,385	3.32%	96
Attending live events provides stress relief	2,302	4.01%	2,220	5.32%	133
I go to events because I am a big fan of the team/athletes	4,403	7.67%	3,012	7.21%	94
Attending/Tickets - Attitude towards Attending Events - Undecided					
I come to events because my family comes	1,752	3.05%	1,495	3.58%	117
I come to support the team/athletes because my friends support them	2,657	4.63%	1,942	4.65%	100
I enjoy engaging with the crowd	1,819	3.17%	1,197	2.87%	91
I enjoy the atmosphere	2,229	3.88%	1,476	3.53%	91
I enjoy going to the events with my friends	1,738	3.03%	1,342	3.21%	106
I enjoy going to the events with my family	3,288	5.73%	2,487	5.96%	104
I enjoy watching the athletic performance of the athletes	2,889	5.04%	2,532	6.06%	120
I come to events because I feel bored	2,558	4.46%	2,308	5.53%	124
I come to events because I feel lonely	2,864	4.99%	1,742	4.17%	84
Attending live events provides stress relief	4,442	7.74%	2,702	6.47%	84
I go to events because I am a big fan of the team/athletes	1,789	3.12%	1,056	2.53%	81
Attending/Tickets - Attitude towards Attending Events - Somewhat Disagree					
I come to events because my family comes	3,043	5.30%	2,382	5.70%	108
I come to support the team/athletes because my friends support them	1,211	2.11%	824	1.97%	93
I enjoy engaging with the crowd	776	1.35%	535	1.28%	95
I enjoy the atmosphere	691	1.20%	534	1.28%	107
I enjoy going to the events with my friends	301	0.52%	211	0.51%	98
I enjoy going to the events with my family	576	1.00%	334	0.80%	80
I enjoy watching the athletic performance of the athletes	464	0.81%	323	0.77%	95
I come to events because I feel bored	1,812	3.16%	901	2.16%	68
I come to events because I feel lonely	1,742	3.04%	1,136	2.72%	89
Attending live events provides stress relief	378	0.66%	260	0.62%	94
I go to events because I am a big fan of the team/athletes	1,054	1.84%	677	1.62%	88
Attending/Tickets - Attitude towards Attending Events - Strongly Disagree					
I come to events because my family comes	1,019	1.78%	687	1.64%	92
I come to support the team/athletes because my friends support them	469	0.82%	202	0.48%	59
I enjoy engaging with the crowd	1,343	2.34%	815	1.95%	83
I enjoy the atmosphere	20	0.04%	6	0.01%	25
I enjoy going to the events with my friends	84	0.15%	32	0.08%	53
I enjoy going to the events with my family	210	0.37%	127	0.31%	84
I enjoy watching the athletic performance of the athletes	56	0.10%	31	0.07%	70
I come to events because I feel bored	387	0.68%	602	1.44%	212
I come to events because I feel lonely	809	1.41%	739	1.77%	126
Attending live events provides stress relief	244	0.43%	170	0.41%	95

Sports Fans and Followers - eSports Followers Report

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
I go to events because I am a big fan of the team/athletes	251	0.44%	191	0.46%	105
Attending/Tickets - Where Buy Tickets Usually					
Ticket office at stadium/venue	2,752	4.80%	1,282	3.07%	64
Team website	3,097	5.40%	2,142	5.13%	95
Ticket agencies	3,493	6.09%	2,177	5.21%	86
Other websites (e.g. kijiji)	2,523	4.40%	1,571	3.76%	85
Private individual (e.g. in front of the venue, re - sale)	1,154	2.01%	600	1.44%	72
Other	5,058	8.82%	3,195	7.65%	87

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.