

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Value	Percent	Value	Percent	Index
Population Age 15 Year and Over	54,916		40,249		
Fandom - When Started Following eSports					
Following eSports - Recently, less than 3 months ago	2,183	3.98%	1,049	2.61%	66
Following eSports - Within last year, but longer than 3 months ago	1,824	3.32%	1,357	3.37%	102
Following eSports - 1 - 2 years ago	3,146	5.73%	1,806	4.49%	78
Following eSports - 2 - 3 years ago	2,460	4.48%	851	2.11%	47
Following eSports - More than 3 years ago	1,373	2.50%	1,210	3.01%	120
Fandom - Motivation to Follow eSports					
I enjoy the game	2,542	4.63%	1,447	3.60%	78
To socialize with others	2,231	4.06%	1,145	2.84%	70
Escape from daily routine	2,704	4.92%	1,599	3.97%	81
Because it is popular	2,725	4.96%	1,920	4.77%	96
To feel involved	1,635	2.98%	768	1.91%	64
Fun/Entertainment	4,783	8.71%	3,253	8.08%	93
Excitement	966	1.76%	566	1.41%	80
Drama/Risk	2,221	4.05%	1,453	3.61%	89
Aesthetics	289	0.53%	165	0.41%	77
Stress relief	1,097	2.00%	641	1.59%	80
To earn money	1,110	2.02%	581	1.44%	71
Competition	1,339	2.44%	782	1.94%	80
All my friends follow	516	0.94%	366	0.91%	97
Family member follows	1,188	2.16%	791	1.97%	91
A good match between teams/players	1,768	3.22%	1,662	4.13%	128
I would like to compete professionally myself	638	1.16%	354	0.88%	76
I like to see how professionals play my favorite game(s)	2,083	3.79%	1,227	3.05%	80
Other	323	0.59%	213	0.53%	90
Fandom - Biggest Influencers to Follow eSports					
Influencers to Follow eSports - Partner	912	1.66%	435	1.08%	65
Influencers to Follow eSports - Family member	3,334	6.07%	2,259	5.61%	92
Influencers to Follow eSports - Friends/Peers	2,787	5.08%	1,838	4.57%	90
Influencers to Follow eSports - Community	1,994	3.63%	1,017	2.53%	70
Influencers to Follow eSports - Star players	1,070	1.95%	556	1.38%	71
Influencers to Follow eSports - Sponsors	1,691	3.08%	814	2.02%	66
Influencers to Follow eSports - Other fans	1,482	2.70%	941	2.34%	87
Influencers to Follow eSports - Online personality (YouTuber, vlogger, etc.)	974	1.77%	914	2.27%	128
Influencers to Follow eSports - Someone/something else	2,154	3.92%	1,946	4.84%	123
Fandom - Behaviours Experience While Watching - Very Likely					
eSports Very Likely - Buy food and drinks at the sports venue	1,968	3.58%	1,279	3.18%	89
eSports Very Likely - "Boo" players/coaches or yell obscenities	250	0.46%	177	0.44%	96
eSports Very Likely - Become depressed after loss	208	0.38%	136	0.34%	89
eSports Very Likely - Buy merchandise at the sports venue	534	0.97%	355	0.88%	91

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Count: -		Value	Percent	Index
eSports Very Likely - Consume cannabis	322	0.59%	195	0.49%	83
eSports Very Likely - Drink alcohol	194	0.35%	95	0.24%	69
eSports Very Likely - Miss work	353	0.64%	234	0.58%	91
eSports Very Likely - Be reprimanded for behavior	25	0.05%	13	0.03%	60
eSports Very Likely - Feel euphoria after win	489	0.89%	291	0.72%	81
eSports Very Likely - Feel hatred toward other team/players	513	0.93%	445	1.11%	119
eSports Very Likely - Get angry over team loss	226	0.41%	165	0.41%	100
eSports Very Likely - Get in fights with opposing fans	211	0.39%	161	0.40%	103
eSports Very Likely - Neglect responsibilities	130	0.24%	72	0.18%	75
eSports Very Likely - Paint face or make sign	935	1.70%	543	1.35%	79
eSports Very Likely - Smoke cigarettes	203	0.37%	96	0.24%	65
eSports Very Likely - Stress	407	0.74%	149	0.37%	50
eSports Very Likely - Talk to others about team/player	97	0.18%	70	0.17%	94
eSports Very Likely - Threaten violence	425	0.77%	233	0.58%	75
eSports Very Likely - Wear team/player colors	452	0.82%	202	0.50%	61
eSports Very Likely - Wear team's/player's name on a vehicle	270	0.49%	144	0.36%	73
Fandom - Behaviours Experience While Watching - Somewhat Likely					
eSports Somewhat Likely - Buy food and drinks at the sports venue	3,313	6.03%	1,703	4.23%	70
eSports Somewhat Likely - "Boo" players/coaches or yell obscenities	1,573	2.86%	936	2.33%	81
eSports Somewhat Likely - Become depressed after loss	1,268	2.31%	548	1.36%	59
eSports Somewhat Likely - Buy merchandise at the sports venue	1,243	2.26%	485	1.21%	54
eSports Somewhat Likely - Consume cannabis	419	0.76%	251	0.63%	83
eSports Somewhat Likely - Drink alcohol	1,877	3.42%	1,102	2.74%	80
eSports Somewhat Likely - Miss work	618	1.13%	585	1.45%	128
eSports Somewhat Likely - Be reprimanded for behavior	447	0.81%	171	0.43%	53
eSports Somewhat Likely - Feel euphoria after win	2,343	4.27%	1,171	2.91%	68
eSports Somewhat Likely - Feel hatred toward other team/players	1,158	2.11%	547	1.36%	64
eSports Somewhat Likely - Get angry over team loss	1,578	2.87%	857	2.13%	74
eSports Somewhat Likely - Get in fights with opposing fans	711	1.30%	537	1.33%	102
eSports Somewhat Likely - Neglect responsibilities	163	0.30%	122	0.30%	100
eSports Somewhat Likely - Paint face or make sign	736	1.34%	392	0.97%	72
eSports Somewhat Likely - Smoke cigarettes	1,630	2.97%	1,319	3.28%	110
eSports Somewhat Likely - Stress	641	1.17%	304	0.76%	65
eSports Somewhat Likely - Talk to others about team/player	3,018	5.50%	1,913	4.75%	86
eSports Somewhat Likely - Threaten violence	950	1.73%	647	1.61%	93
eSports Somewhat Likely - Wear team/player colors	1,586	2.89%	861	2.14%	74
eSports Somewhat Likely - Wear team's/player's name on a vehicle	711	1.30%	524	1.30%	100
Fandom - Behaviours Experience While Watching - Undecided					
eSports Undecided - Buy food and drinks at the sports venue	3,362	6.12%	1,836	4.56%	75

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Value	Percent	Value	Percent	Index
eSports Undecided - "Boo" players/coaches or yell obscenities	2,824	5.14%	1,851	4.60%	89
eSports Undecided - Become depressed after loss	2,751	5.01%	1,909	4.74%	95
eSports Undecided - Buy merchandise at the sports venue	3,495	6.36%	1,417	3.52%	55
eSports Undecided - Consume cannabis	3,460	6.30%	2,110	5.24%	83
eSports Undecided - Drink alcohol	1,746	3.18%	1,159	2.88%	91
eSports Undecided - Miss work	3,747	6.82%	2,836	7.05%	103
eSports Undecided - Be reprimanded for behavior	2,798	5.10%	1,972	4.90%	96
eSports Undecided - Feel euphoria after win	4,045	7.37%	2,488	6.18%	84
eSports Undecided - Feel hatred toward other team/players	2,699	4.91%	1,665	4.14%	84
eSports Undecided - Get angry over team loss	2,464	4.49%	1,396	3.47%	77
eSports Undecided - Get in fights with opposing fans	3,389	6.17%	1,747	4.34%	70
eSports Undecided - Neglect responsibilities	3,112	5.67%	1,923	4.78%	84
eSports Undecided - Paint face or make sign	2,494	4.54%	1,760	4.37%	96
eSports Undecided - Smoke cigarettes	3,061	5.57%	2,358	5.86%	105
eSports Undecided - Stress	3,243	5.91%	2,329	5.79%	98
eSports Undecided - Talk to others about team/player	2,898	5.28%	1,831	4.55%	86
eSports Undecided - Threaten violence	4,010	7.30%	2,169	5.39%	74
eSports Undecided - Wear team/player colors	2,240	4.08%	1,563	3.88%	95
eSports Undecided - Wear team's/player's name on a vehicle	3,028	5.52%	1,971	4.90%	89
Fandom - Behaviours Experience While Watching - Somewhat Unlikely					
eSports Somewhat Unlikely - Buy food and drinks at the sports venue	918	1.67%	452	1.12%	67
eSports Somewhat Unlikely - "Boo" players/coaches or yell obscenities	1,850	3.37%	759	1.89%	56
eSports Somewhat Unlikely - Become depressed after loss	2,792	5.09%	1,511	3.76%	74
eSports Somewhat Unlikely - Buy merchandise at the sports venue	2,065	3.76%	1,778	4.42%	118
eSports Somewhat Unlikely - Consume cannabis	2,084	3.79%	1,510	3.75%	99
eSports Somewhat Unlikely - Drink alcohol	3,844	7.00%	2,579	6.41%	92
eSports Somewhat Unlikely - Miss work	1,686	3.07%	1,164	2.89%	94
eSports Somewhat Unlikely - Be reprimanded for behavior	2,082	3.79%	1,251	3.11%	82
eSports Somewhat Unlikely - Feel euphoria after win	1,477	2.69%	1,298	3.23%	120
eSports Somewhat Unlikely - Feel hatred toward other team/players	3,784	6.89%	2,510	6.24%	91
eSports Somewhat Unlikely - Get angry over team loss	2,588	4.71%	1,570	3.90%	83
eSports Somewhat Unlikely - Get in fights with opposing fans	1,333	2.43%	958	2.38%	98
eSports Somewhat Unlikely - Neglect responsibilities	2,744	5.00%	1,615	4.01%	80
eSports Somewhat Unlikely - Paint face or make sign	2,006	3.65%	1,427	3.55%	97
eSports Somewhat Unlikely - Smoke cigarettes	1,809	3.29%	1,531	3.80%	116
eSports Somewhat Unlikely - Stress	2,668	4.86%	1,458	3.62%	74
eSports Somewhat Unlikely - Talk to others about team/player	2,933	5.34%	1,842	4.58%	86
eSports Somewhat Unlikely - Threaten violence	1,486	2.71%	1,864	4.63%	171
eSports Somewhat Unlikely - Wear team/player colors	2,914	5.31%	1,952	4.85%	91

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC mmmm		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
eSports Somewhat Unlikely - Wear team's/player's name on a vehicle	2,773	5.05%	2,746	6.82%	135
Fandom - Behaviours Experience While Watching - Very Unlikely					
eSports Very Unlikely - Buy food and drinks at the sports venue	1,902	3.46%	1,659	4.12%	119
eSports Very Unlikely - "Boo" players/coaches or yell	5,810	10.58%	4,063	10.10%	95
eSports Very Unlikely - Become depressed after loss	4,995	9.10%	3,645	9.06%	100
eSports Very Unlikely - Buy merchandise at the sports venue	3,459	6.30%	2,730	6.78%	108
eSports Very Unlikely - Consume cannabis	4,884	8.89%	3,254	8.08%	91
eSports Very Unlikely - Drink alcohol	4,596	8.37%	3,733	9.28%	111
eSports Very Unlikely - Miss work	5,717	10.41%	3,875	9.63%	93
eSports Very Unlikely - Be reprimanded for behavior	5,344	9.73%	3,737	9.29%	95
eSports Very Unlikely - Feel euphoria after win	3,869	7.05%	3,221	8.00%	113
eSports Very Unlikely - Feel hatred toward other team/players	4,540	8.27%	2,812	6.99%	85
eSports Very Unlikely - Get angry over team loss	4,979	9.07%	3,436	8.54%	94
eSports Very Unlikely - Get in fights with opposing fans	6,258	11.40%	4,167	10.35%	91
eSports Very Unlikely - Neglect responsibilities	6,032	10.98%	4,204	10.45%	95
eSports Very Unlikely - Paint face or make sign	4,785	8.71%	2,976	7.40%	85
eSports Very Unlikely - Smoke cigarettes	4,655	8.48%	2,709	6.73%	79
eSports Very Unlikely - Stress	4,855	8.84%	3,789	9.41%	106
eSports Very Unlikely - Talk to others about team/player	2,246	4.09%	1,268	3.15%	77
eSports Very Unlikely - Threaten violence	6,869	12.51%	4,406	10.95%	88
eSports Very Unlikely - Wear team/player colors	4,186	7.62%	2,531	6.29%	83
eSports Very Unlikely - Wear team's/player's name on a vehicle	4,764	8.67%	3,070	7.63%	88
Fandom - Actively Follow Professional Player/Team/Sports Promoter					
eSports Follow Promoter - Pro player/gamer	1,323	2.41%	746	1.85%	77
eSports Follow Promoter - Pro team	1,428	2.60%	825	2.05%	79
eSports Follow Promoter - YouTuber	2,298	4.19%	2,116	5.26%	126
eSports Follow Promoter - Vlogger	1,976	3.60%	2,013	5.00%	139
eSports Follow Promoter - Entertainer	3,012	5.49%	1,750	4.35%	79
eSports Follow Promoter - Teamer	970	1.77%	608	1.51%	85
eSports Follow Promoter - Other	554	1.01%	624	1.55%	153
eSports Follow Promoter - Do not follow	4,565	8.31%	3,179	7.90%	95
Fandom - Social Media Used to Follow Player/Team/Sports Promoter					
eSports Social Media - Facebook	2,519	4.59%	2,315	5.75%	125
eSports Social Media - Instagram	1,026	1.87%	668	1.66%	89
eSports Social Media - Snapchat	1,592	2.90%	1,118	2.78%	96
eSports Social Media - Twitter	2,973	5.41%	1,859	4.62%	85
eSports Social Media - Posts by team/player/sport	1,740	3.17%	752	1.87%	59
eSports Social Media - Posts by friends and family	1,541	2.81%	816	2.03%	72
eSports Social Media - Posts by journalists/media	1,095	1.99%	585	1.45%	73
eSports Social Media - Other	2,415	4.40%	1,260	3.13%	71
eSports Social Media - None	65	0.12%	26	0.06%	50
Watch Live Events with (excl. Highlights/News/ Re-runs) - Most Often					
eSports Most Often Alone	5,268	9.59%	3,318	8.24%	86

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Count: -		Value	Percent	Index
eSports Most Often Partner	2,037	3.71%	1,168	2.90%	78
eSports Most Often Parents	1,647	3.00%	975	2.42%	81
eSports Most Often Other immediate family	1,262	2.30%	724	1.80%	78
eSports Most Often Extended family (e.g. cousins, uncle, etc.)	236	0.43%	100	0.25%	58
eSports Most Often Friends/Peers	727	1.32%	508	1.26%	95
eSports Most Often Co-Workers	444	0.81%	350	0.87%	107
eSports Most Often Other	67	0.12%	34	0.08%	67
Watch Live Events with (excl. Highlights/News/ Re-runs) - Sometimes					
eSports Sometimes Alone	4,226	7.70%	2,338	5.81%	75
eSports Sometimes Partner	3,197	5.82%	1,920	4.77%	82
eSports Sometimes Parents	5,275	9.61%	2,820	7.01%	73
eSports Sometimes Other immediate family	3,250	5.92%	1,773	4.40%	74
eSports Sometimes Extended family (e.g. cousins, uncle, etc.)	4,032	7.34%	2,480	6.16%	84
eSports Sometimes Friends/Peers	5,758	10.49%	3,567	8.86%	84
eSports Sometimes Co-Workers	3,955	7.20%	2,141	5.32%	74
eSports Sometimes Other	3,529	6.43%	2,225	5.53%	86
Source of Information - Sports News/Highlights/Scores Gets from					
eSports News from - TV channels/shows	3,954	7.20%	2,436	6.05%	84
eSports News from - TV channels/shows websites	3,832	6.98%	2,477	6.15%	88
eSports News from - Other websites	1,553	2.83%	896	2.23%	79
eSports News from - Apps	3,002	5.47%	2,077	5.16%	94
eSports News from - Friends	1,556	2.83%	1,008	2.51%	89
eSports News from - Newspapers	1,042	1.90%	440	1.09%	57
eSports News from - Social media	2,784	5.07%	1,746	4.34%	86
eSports News from - Search engine	1,993	3.63%	1,012	2.51%	69
eSports News from - Radio shows	767	1.40%	441	1.10%	79
eSports News from - Online forums	712	1.30%	590	1.47%	113
eSports News from - Blogs	939	1.71%	1,516	3.77%	220
eSports News from - Sports magazines	1,509	2.75%	686	1.70%	62
eSports News from - Podcasts	2,221	4.05%	1,184	2.94%	73
eSports News from - Other	1,288	2.35%	1,309	3.25%	138
eSports News from - Do not follow news/highlights/scores	1,288	2.35%	927	2.30%	98
Kind of Apps Used to Get Information					
eSports Apps Used - Sports Apps	1,146	2.09%	737	1.83%	88
eSports Apps Used - Score/result apps	659	1.20%	499	1.24%	103
eSports Apps Used - Apps from teams	526	0.96%	254	0.63%	66
eSports Apps Used - TV channels/shows apps	1,255	2.29%	503	1.25%	55
eSports Apps Used - Betting apps	794	1.45%	798	1.98%	137
eSports Apps Used - Sports magazine apps	870	1.58%	560	1.39%	88
eSports Apps Used - Newspaper apps	524	0.95%	345	0.86%	91
eSports Apps Used - Associations/league apps	290	0.53%	145	0.36%	68
eSports Apps Used - Other	623	1.13%	350	0.87%	77
Merchandise - When Last Time Purchased					
eSports When last time Purchased - Yesterday	28	0.05%	11	0.03%	60

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Count: -		Value	Percent	Index
eSports When last time Purchased - Past week	341	0.62%	175	0.44%	71
eSports When last time Purchased - Past month	1,334	2.43%	783	1.95%	80
eSports When last time Purchased - Past 2 - 3 months	2,507	4.57%	1,795	4.46%	98
eSports When last time Purchased - Past 6 months	4,104	7.47%	3,602	8.95%	120
eSports When last time Purchased - A year ago	6,266	11.41%	5,359	13.32%	117
eSports When last time Purchased - Longer than that	2,359	4.30%	1,129	2.81%	65
eSports When last time Purchased - Do not buy sports merchandise	2,261	4.12%	1,198	2.98%	72
Merchandise - Where Usually Purchase					
eSports Purchased - At the venue (e.g. at the stadium or arena)	7,103	12.94%	3,851	9.57%	74
eSports Purchased - Online	4,232	7.71%	2,957	7.35%	95
Sponsorship - Likelihood of Noticing Sponsors					
eSports Noticing Sponsors - Very likely	1,515	2.76%	879	2.18%	79
eSports Noticing Sponsors - Somewhat likely	4,816	8.77%	2,768	6.88%	78
eSports Noticing Sponsors - Undecided	2,541	4.63%	1,642	4.08%	88
eSports Noticing Sponsors - Somewhat unlikely	800	1.46%	579	1.44%	99
eSports Noticing Sponsors - Very unlikely	1,661	3.02%	1,267	3.15%	104
Sponsorship - Attitude towards Brand Involvement in eSports - Positive					
Positive - Gaming PCs	4,727	8.61%	2,589	6.43%	75
Positive - Technology brands	5,852	10.66%	3,996	9.93%	93
Positive - Gaming headsets	4,298	7.83%	2,943	7.31%	93
Positive - VR/AR Device	4,433	8.07%	2,773	6.89%	85
Positive - Gaming chairs	4,421	8.05%	2,436	6.05%	75
Positive - Gaming software	5,161	9.40%	3,453	8.58%	91
Positive - Hardware	3,302	6.01%	1,848	4.59%	76
Positive - Internet providers	3,657	6.66%	2,158	5.36%	80
Positive - Energy/Sports drinks	2,690	4.90%	1,589	3.95%	81
Positive - Soft Drinks	3,762	6.85%	1,745	4.33%	63
Positive - Snack foods	3,740	6.81%	2,036	5.06%	74
Positive - Fast Food	4,640	8.45%	2,275	5.65%	67
Positive - Financial services	1,566	2.85%	750	1.86%	65
Positive - Insurance	2,129	3.88%	1,134	2.82%	73
Positive - Liquor	3,117	5.68%	1,801	4.48%	79
Positive - Beer	2,815	5.13%	1,701	4.23%	82
Positive - Other consumer packaged goods	2,691	4.90%	1,353	3.36%	69
Positive - Other	1,028	1.87%	688	1.71%	91
Sponsorship - Attitude towards Brand Involvement in eSports - Neutral					
Neutral - Gaming PCs	5,833	10.62%	3,664	9.10%	86
Neutral - Technology brands	5,462	9.95%	3,025	7.52%	76
Neutral - Gaming headsets	5,947	10.83%	3,744	9.30%	86
Neutral - VR/AR Device	5,669	10.32%	3,437	8.54%	83
Neutral - Gaming chairs	5,459	9.94%	3,597	8.94%	90
Neutral - Gaming software	4,610	8.40%	2,476	6.15%	73

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Value	Percent	Value	Percent	Index
Neutral - Hardware	6,403	11.66%	4,133	10.27%	88
Neutral - Internet providers	5,123	9.33%	3,052	7.58%	81
Neutral - Energy/Sports drinks	4,464	8.13%	2,894	7.19%	88
Neutral - Soft Drinks	4,286	7.80%	2,607	6.48%	83
Neutral - Snack foods	4,683	8.53%	2,836	7.05%	83
Neutral - Fast Food	4,621	8.42%	3,379	8.40%	100
Neutral - Financial services	6,771	12.33%	4,491	11.16%	91
Neutral - Insurance	6,857	12.49%	4,498	11.17%	89
Neutral - Liquor	6,007	10.94%	3,937	9.78%	89
Neutral - Beer	5,340	9.73%	3,407	8.47%	87
Neutral - Other consumer packaged goods	7,185	13.08%	4,784	11.89%	91
Neutral - Other	7,774	14.16%	4,403	10.94%	77
Sponsorship - Attitude towards Brand Involvement in eSports - Negative					
Negative - Gaming PCs	1,372	2.50%	840	2.09%	84
Negative - Technology brands	552	1.01%	250	0.62%	61
Negative - Gaming headsets	1,472	2.68%	1,042	2.59%	97
Negative - VR/AR Device	1,562	2.84%	656	1.63%	57
Negative - Gaming chairs	1,929	3.51%	1,017	2.53%	72
Negative - Gaming software	1,440	2.62%	1,019	2.53%	97
Negative - Hardware	1,567	2.85%	1,292	3.21%	113
Negative - Internet providers	2,408	4.39%	1,406	3.49%	79
Negative - Energy/Sports drinks	4,351	7.92%	3,133	7.79%	98
Negative - Soft Drinks	3,587	6.53%	2,795	6.94%	106
Negative - Snack foods	3,570	6.50%	3,177	7.89%	121
Negative - Fast Food	3,012	5.49%	1,910	4.74%	86
Negative - Financial services	3,307	6.02%	2,178	5.41%	90
Negative - Insurance	3,331	6.07%	1,963	4.88%	80
Negative - Liquor	2,624	4.78%	1,353	3.36%	70
Negative - Beer	2,447	4.46%	1,272	3.16%	71
Negative - Other consumer packaged goods	1,886	3.44%	1,197	2.97%	86
Negative - Other	3,206	5.84%	2,298	5.71%	98
Sponsorship - Likelihood of Buying Favourite Team/Player/Event Sponsor's Product/Service					
eSports Buying Sponsor's Product/Service - Very likely	760	1.38%	447	1.11%	80
eSports Buying Sponsor's Product/Service - Somewhat likely	3,873	7.05%	2,718	6.75%	96
eSports Buying Sponsor's Product/Service - Undecided	3,379	6.15%	2,081	5.17%	84
eSports Buying Sponsor's Product/Service - Somewhat unlikely	2,604	4.74%	1,577	3.92%	83
eSports Buying Sponsor's Product/Service - Very unlikely	1,715	3.12%	1,211	3.01%	96
Sponsorship - If the Price/Quality Equal, Most Likely Would Buy					
eSports Would Buy - Sponsor's product/service	4,887	8.90%	3,098	7.70%	87
eSports Would Buy - Non-Sponsor's product/service	2,241	4.08%	1,455	3.62%	89
eSports Would Buy - Undecided	4,462	8.13%	2,569	6.38%	78

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=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: 2023/2024