

The background image shows two individuals in a gaming environment. In the foreground, a man with long hair is wearing a headset and looking intently at a computer monitor. He is wearing a dark blue sweater. In the background, another person is visible, also focused on their screen. The scene is lit with vibrant red and blue neon lights, creating a high-tech, competitive atmosphere. The text is overlaid on the left side of the image.

# AFFIXCON AUDIENCE INSIGHTS REPORT

E-Sports Enthusiasts -Australia



# Audience Profile

## E-Sports Enthusiasts - Australia

Person Level Records	3,386,001
Date Report Generated	07 /07/2022
Time Period Covered	Last One Year

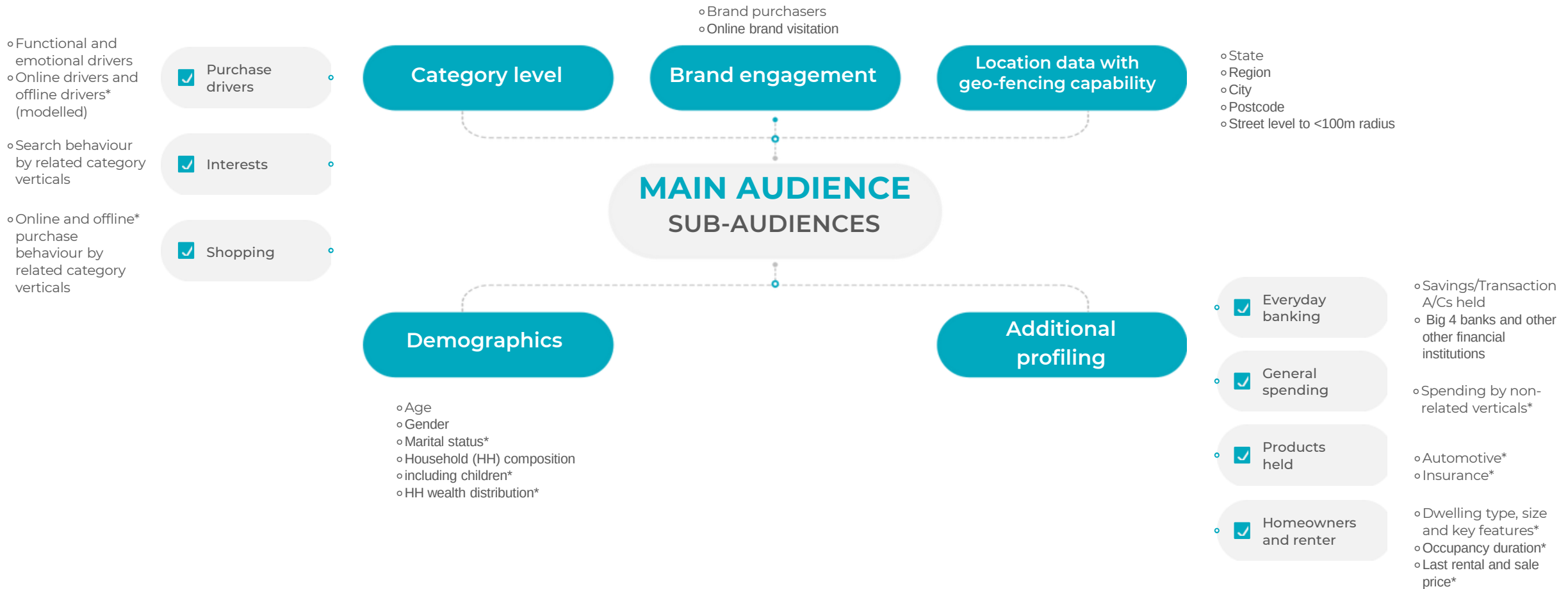
**Let us empower you with deeper insights on the markets and audiences that matter most to you**

## This report enables you to:

- 0 Get a full picture of your audience myriad of different person level and household level touch points. .
- 0 Inform your decisions for marketing, strategy and business planning.
- 0 Build on your category understanding and competitive intelligence.
- 0 Reinforce customer relationships and unlock growth opportunities.



# Get a fuller picture of your audience across a variety of interconnected online and offline touch points



\* Denotes sourced from offline databases and only available at household level, otherwise assume all online and person level

# This report provides insights and takeaways from a selection of these areas



## Demographics

- o Age
- o Gender
- o Life stage
- o Household income
- o Financial products and services
- o Real estate
- o Automotive



## Needs and attitudes

- o Sizing the relative importance of purchasing drivers for online and offline shoppers (modelled)
- o Note that this information is available at a household level only for this category



## Offline and online behaviours

- o Category and brand engagement (visitation, transactions)
- o General interests
- o General spending habits



## Geo-data

- o This report is based on Greater Melbourne Metropolitan area but you can filter by any address in Australia, honing in on a perimeter as short as 100 metres in radius

\*Note that this report focuses on some but not all of the aforementioned touch points. Connect with us to view all the touch points captured.

# Audience summary: Leading characteristics

## GENDER

Male

62.11%

## AGE

25 -34 year old's

28.01%

## HOUSEHOLD COMPOSITION

Couple With Children

63.27%

## HOUSEHOLD INCOME

\$41,600 - \$64,999 p.a.

17.29%

## SPENDING HABITS

No Data Available for  
the selection

## BRAND PURCHASERS /VISITORS

EB Games Visitors  
Most shopped/engaged

22.72%

## MACRO PURCHASING DRIVERS

On -trend – Key purchase driver for online  
category shoppers with 18.33% weighting  
On -trend – Key purchase driver for offline  
category shoppers with 17.62% weighting

Online 18.33%; Offline 17.62%



# Demographic profiling: Gender



## Observations

- The Male gender has the greatest representation within this audience, accounting for 62.11% of audience share.



## Implications

- The likelihood of reaching prospects in this audience that are Male is higher than the Australian average. Therefore you will need to check as to whether this aligns with your strategy for each gender.
- You can increase your advertising ROI with gender- specific personalised messages that resonate with each gender.

Gender	Audience - Database Records	Audience - Percentage
Male	2,103,064	62.11%
Female	1,282,937	37.89%

# Demographic profiling: Age groups

## Observations



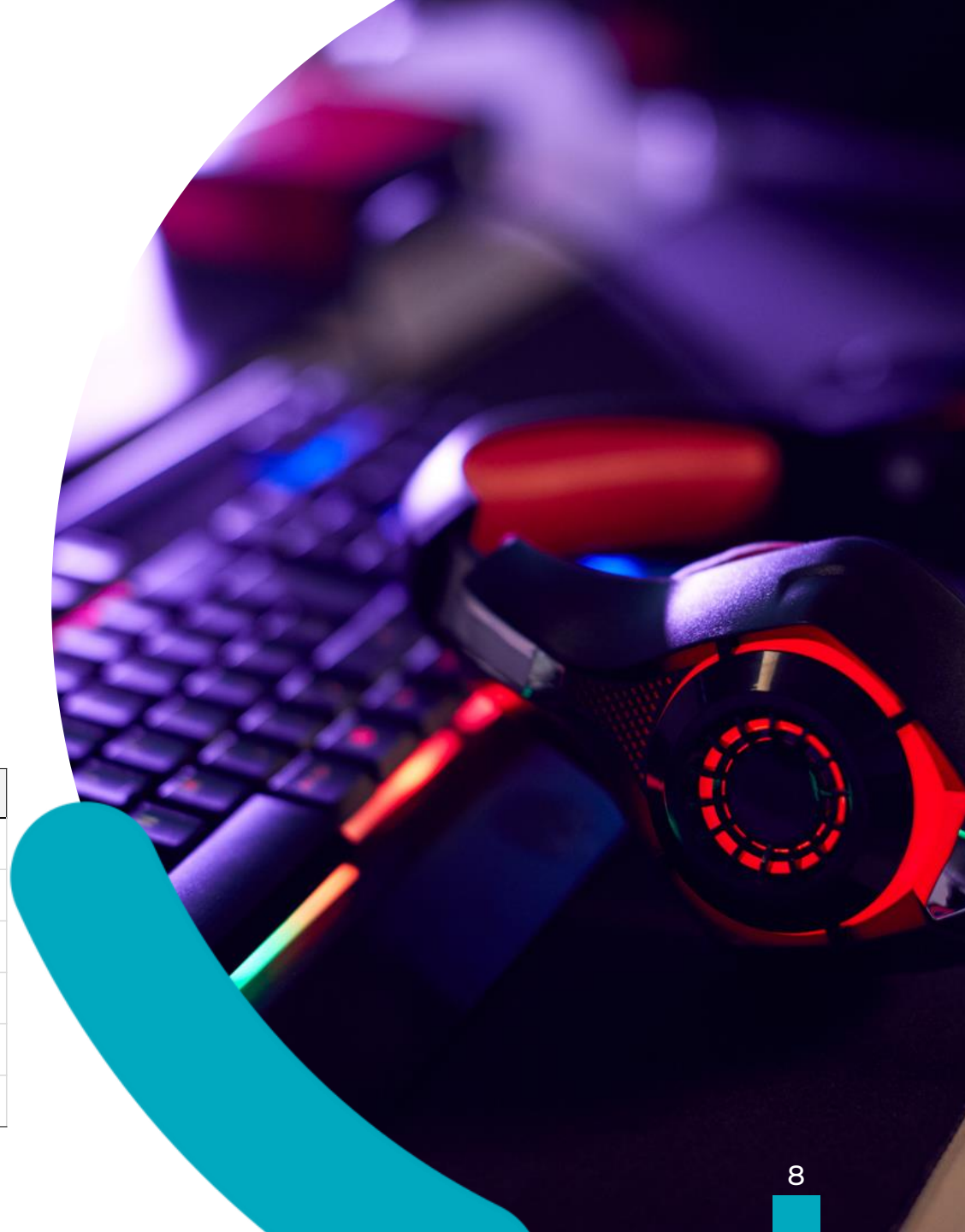
- The 25 - 34 year old age group has the greatest representation within this audience, accounting for 28.01% of audience share.



## Implications

- The likelihood of reaching prospects in this audience that are 25 - 34 is higher than the Australian average. Therefore you will need to check as to whether this aligns with your strategy for each age group.
- Discover more from our age group profiles to create and deliver content which resonates with the generation(s) of interest, e.g. on-trend, matches their style.

Age	Audience - Database Records	Audience - Percentage
18 - 24	638,186	18.85%
25 - 34	948,277	28.01%
35 - 44	778,433	22.99%
45 - 54	572,487	16.91%
55 - 74	424,358	12.53%
75+	24,260	0.72%



# Demographic profiling: Household composition



## Observations



◦ Couple With Children Households have the greatest representation within this audience, accounting for 63.27% of audience share.



## Implications

- The likelihood of reaching Couple With Children Households in this audience is higher than the Australian average. Therefore you will need to check as to whether this aligns with your strategy for each Household Composition.
- Having prior knowledge of the household composition provides you a competitive edge by allowing you to extend your reach. You can direct a wider array of messages to the recipient which carry relevance for not only them but the other age/gender groups living in the same household.

Household composition	Audience - Database Records	Audience - Percentage
Couple With Children Households	1,235,331	63.27%
Couple Without Children Households	133,657	6.85%
One Parent Families Households	171,414	8.78%
Lone-Person Households	58,878	3.02%
Group Households	353,177	18.09%

# Demographic profiling: Household income

## Observations



- Households with incomes that are Below Average (\$41,600 - \$64,999) have the greatest representation within this audience, accounting for 17.29% of audience share.

## Implications



- Household income is highly correlated with cash in hand, price sensitivity and brand preference. You can select, research and learn from the most profitable audiences through accessing our premium, mainstream and budget conscious shopper profiles.

Household income	Audience - Database Records	Audience - Percentage
Very Low (Under \$20,799)	197,789	10.07%
Low (\$20,800 - \$41,599)	308,174	15.68%
Below Average (\$41,600 - \$64,999)	339,831	17.29%
Average (\$65,000 - \$77,999)	267,031	13.59%
Above Average (\$78,000 - \$103,999)	281,599	14.33%
High (\$104,000 - \$155,999)	330,032	16.80%
Very High (\$156,000+)	240,518	12.24%



# Category shopping activity: Brand engagement online



## Observations

- EB Games Visitors is the most engaged with brand online, with 22.72% of the audience leaving a digital footprint with this brand.



## Implications

- Having an understanding of your competitors can better assist in crafting compelling customer value propositions with offense or defence in mind (or both).
- Knowing which brands are most engaged with can help priorities resources and direct your messages and offers towards attacking competitor weaknesses and promote your key selling points. Shoppers with competitor brands can be viewed through our data; Incumbents, challengers and trending threats can be isolated through our suite of data touch points.



# Category shopping activity:

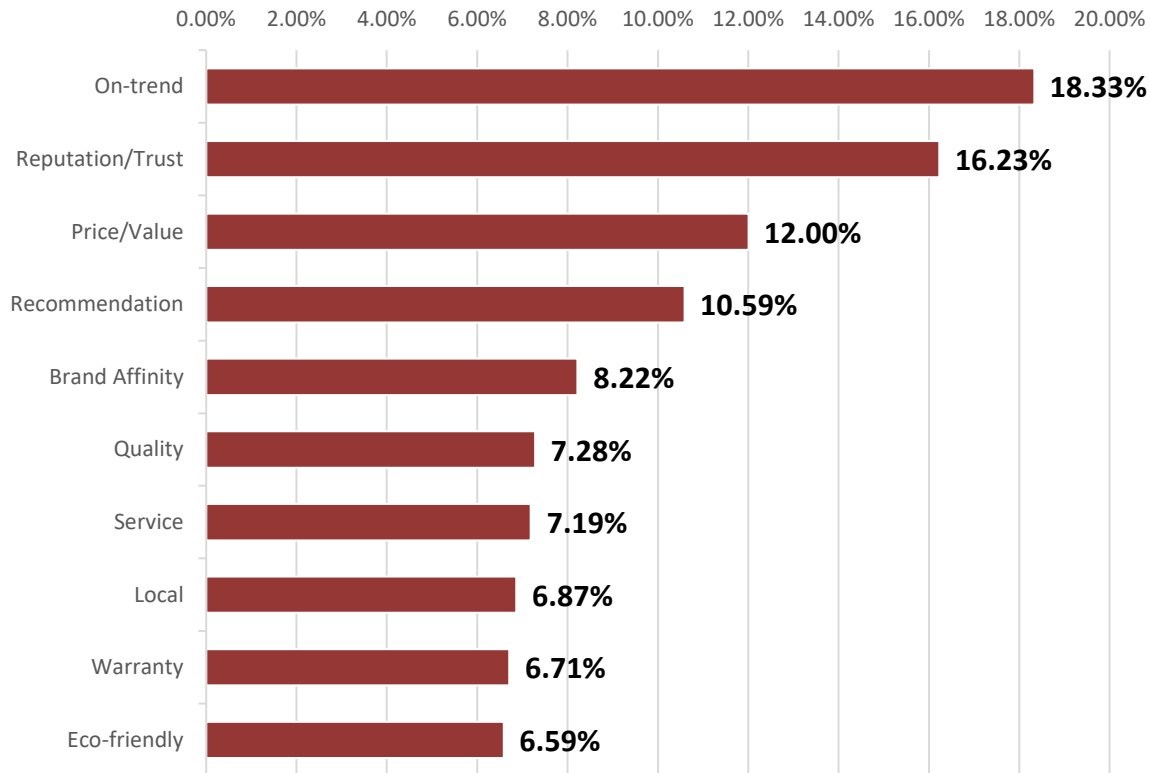
## Brand engagement online

### Brand Purchasers/Visitors Breakdown

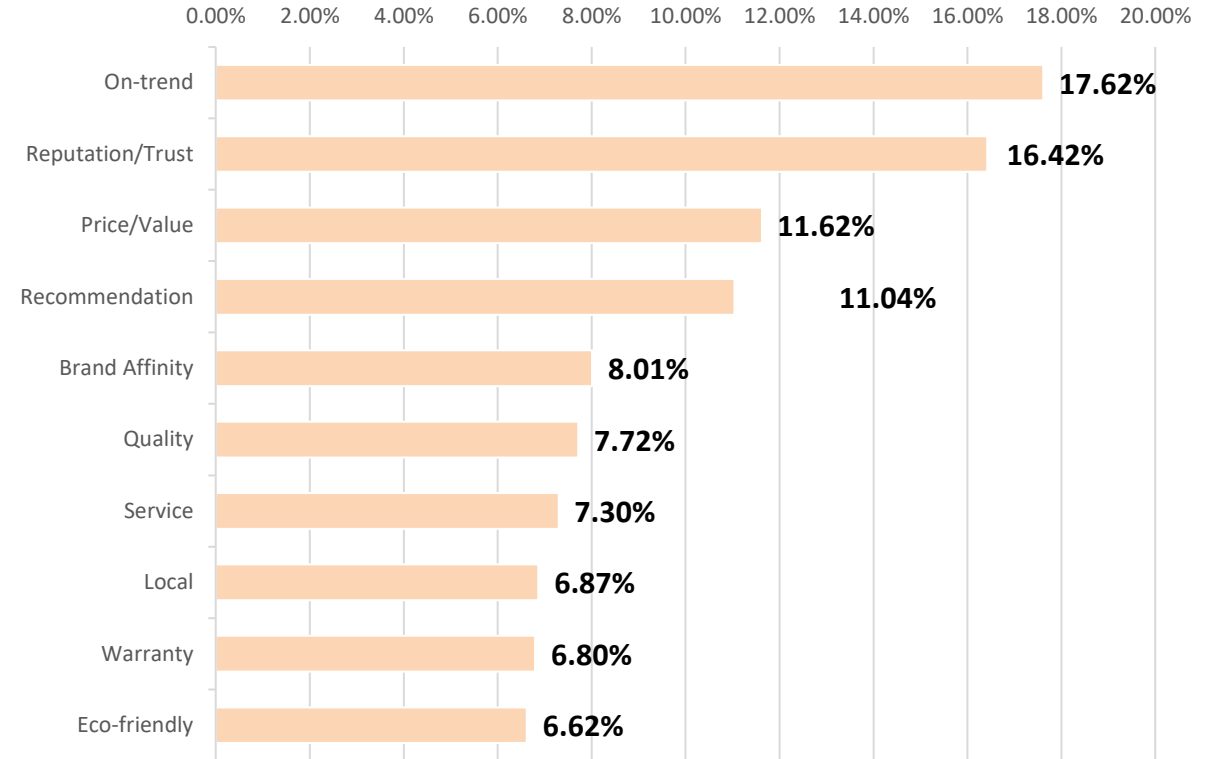
Brands	Audience - Database Records	Audience - Percentage
EB Games Visitors	769,384	22.72%

# Macro Purchasing Drivers:

Purchase Driver Importance for **Online** Shoppers



Purchase Driver Importance for **Offline** Shoppers



## Observations



- o The key purchase drivers for online shoppers is On-trend and for offline shoppers is On-trend.
- o These drivers account for a weighting of 18.33% for online and 17.62% for offline shoppers' respectively.

## Implications



- o Psychographic data can inform key need states and direct you to craft functional, rational or emotive communications as required.
- o Gain the knowledge through our insights to craft singular messages which impact online or offline shoppers only, or create messages which impact both.



# Purchasing Drivers:



## Observations

- The sub-purchase drivers which underpin their respective macro drivers are shown for online and offline shoppers.
- Online shoppers are most driven by Customer service (7.19% share of importance), which forms the Service driver.
- Offline shoppers are most driven by Customer service (7.30% share of importance), which forms the Service driver.



## Implications

- Communications can be developed and refined to directly speak to specific need states.
- Investment levels behind promotions and offers can be more accurately apportioned in line with the individual share of importance for each driver.

# Purchasing Drivers:

Online Macro Purchasing Drivers	Purchase Sub-Drivers	Importance	Index
<b>Service</b>	Customer service	7.19%	150.98
<b>Reputation/Trust</b>	Safe	6.90%	145.06
<b>Local</b>	Local Made	6.87%	144.29
<b>Recommendation</b>	Expert recommendation	6.82%	143.31
<b>Warranty</b>	Warranty	6.71%	140.90
<b>Eco-friendly</b>	Eco-friendly	6.59%	138.38
<b>On-trend</b>	Popular	6.57%	138.12
<b>Reputation/Trust</b>	Authentic	6.33%	132.89
<b>On-trend</b>	Stylish	6.31%	132.57
<b>On-trend</b>	Latest	5.44%	114.38
<b>Price/Value</b>	Coupons and discounts	4.44%	93.26
<b>Brand Affinity</b>	Favourite brand	4.14%	86.88
<b>Brand Affinity</b>	Top brands	4.08%	85.81
<b>Recommendation</b>	Family/friends recommendation	3.77%	79.15
<b>Price/Value</b>	Low Price	3.66%	76.94
<b>Quality</b>	Best performing	3.47%	72.99
<b>Price/Value</b>	Loyalty points	3.27%	68.72
<b>Reputation/Trust</b>	Most comfortable	3.00%	62.96
<b>Quality</b>	Quality	2.33%	48.92
<b>Quality</b>	Durable	1.48%	31.05
<b>Price/Value</b>	Best value	0.63%	13.28

# Purchasing Drivers:

Offline Macro Purchasing drivers	Purchase Sub-Drivers	Importance	Index
<b>Service</b>	Customer service	7.30%	153.31
<b>Reputation/Trust</b>	Safe	7.14%	150.04
<b>Recommendation</b>	Expert recommendation	7.09%	148.91
<b>Local</b>	Local Made	6.87%	144.25
<b>Warranty</b>	Warranty	6.80%	142.76
<b>Eco-friendly</b>	Eco-friendly	6.62%	139.04
<b>On-trend</b>	Stylish	6.29%	132.07
<b>On-trend</b>	Popular	6.21%	130.39
<b>Reputation/Trust</b>	Authentic	6.20%	130.25
<b>On-trend</b>	Latest	5.12%	107.61
<b>Price/Value</b>	Coupons and discounts	4.40%	92.48
<b>Brand Affinity</b>	Top brands	4.05%	85.09
<b>Brand Affinity</b>	Favourite brand	3.96%	83.19
<b>Recommendation</b>	Family/friends recommendation	3.95%	82.96
<b>Quality</b>	Best performing	3.77%	79.14
<b>Price/Value</b>	Loyalty points	3.46%	72.75
<b>Price/Value</b>	Low Price	3.28%	68.99
<b>Reputation/Trust</b>	Most comfortable	3.08%	64.68
<b>Quality</b>	Quality	2.47%	51.96
<b>Quality</b>	Durable	1.48%	31.00
<b>Price/Value</b>	Best value	0.47%	9.97