

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population Age 15 Year and Over</b>	57,379		41,761		
<b>Where Get Any Pro Sport News, Re-runs, Highlights and Scores from</b>					
Any News from - TV channels/shows	41,147	71.71%	31,266	74.87%	104
Any News from - TV channels/shows websites	22,859	39.84%	16,155	38.68%	97
Any News from - Other websites	17,612	30.70%	12,170	29.14%	95
Any News from - Apps	16,538	28.82%	11,293	27.04%	94
Any News from - Friends	21,353	37.21%	13,959	33.43%	90
Any News from - Newspapers	19,662	34.27%	14,622	35.01%	102
Any News from - Social media	21,415	37.32%	14,482	34.68%	93
Any News from - Search engine	12,408	21.63%	9,098	21.79%	101
Any News from - Radio	16,736	29.17%	11,875	28.44%	97
Any News from - Online forums	7,222	12.59%	4,783	11.45%	91
Any News from - Blogs	6,327	11.03%	4,243	10.16%	92
Any News from - Sports magazines	7,006	12.21%	4,264	10.21%	84
Any News from - Podcasts	7,427	12.95%	5,057	12.11%	94
Any News from - Other	5,209	9.08%	3,317	7.94%	87
Any News from - Do not follow news/highlights/scores	2,986	5.21%	1,805	4.32%	83
<b>Where Get Sports News, Re-runs, Highlights and Scores from - TV Channels/Shows</b>					
From TV Channels - Auto Races	3,453	6.02%	3,216	7.70%	128
From TV Channels - Baseball	10,000	17.43%	7,939	19.01%	109
From TV Channels - Basketball	10,396	18.12%	7,825	18.74%	103
From TV Channels - Boxing	2,622	4.57%	2,272	5.44%	119
From TV Channels - Football	16,070	28.01%	11,321	27.11%	97
From TV Channels - Golf	7,903	13.77%	7,605	18.21%	132
From TV Channels - Hockey	24,960	43.50%	18,868	45.18%	104
From TV Channels - Mixed Martial Arts	1,239	2.16%	1,107	2.65%	123
From TV Channels - Soccer	7,795	13.59%	5,651	13.53%	100
From TV Channels - Tennis	9,856	17.18%	7,769	18.60%	108
From TV Channels - Olympics	21,065	36.71%	15,815	37.87%	103
From TV Channels - Wrestling	1,458	2.54%	1,336	3.20%	126
<b>Where Get Sports News, Re-runs, Highlights and Scores from - TV Channels/Shows Websites</b>					
From TV Channels Websites - Auto Races	2,348	4.09%	1,755	4.20%	103
From TV Channels Websites - Baseball	4,986	8.69%	3,463	8.29%	95
From TV Channels Websites - Basketball	5,609	9.78%	3,532	8.46%	87
From TV Channels Websites - Boxing	941	1.64%	663	1.59%	97
From TV Channels Websites - Football	6,626	11.55%	4,560	10.92%	95
From TV Channels Websites - Golf	2,928	5.10%	1,612	3.86%	76
From TV Channels Websites - Hockey	13,855	24.15%	9,291	22.25%	92
From TV Channels Websites - Mixed Martial Arts	2,512	4.38%	1,762	4.22%	96
From TV Channels Websites - Soccer	3,634	6.33%	2,806	6.72%	106
From TV Channels Websites - Tennis	4,030	7.02%	2,508	6.01%	86
From TV Channels Websites - Olympics	10,820	18.86%	7,577	18.14%	96
From TV Channels Websites - Wrestling	1,352	2.36%	780	1.87%	79

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<b>Where Get Sports News, Re-runs, Highlights and Scores from - Other Websites</b>					
From Other Websites - Auto Races	1,413	2.46%	1,055	2.53%	103
From Other Websites - Baseball	2,864	4.99%	1,778	4.26%	85
From Other Websites - Basketball	3,022	5.27%	2,217	5.31%	101
From Other Websites - Boxing	710	1.24%	464	1.11%	90
From Other Websites - Football	4,021	7.01%	3,301	7.90%	113
From Other Websites - Golf	1,590	2.77%	1,174	2.81%	101
From Other Websites - Hockey	5,732	9.99%	4,016	9.62%	96
From Other Websites - Mixed Martial Arts	795	1.39%	539	1.29%	93
From Other Websites - Soccer	3,048	5.31%	2,763	6.62%	125
From Other Websites - Tennis	3,000	5.23%	2,472	5.92%	113
From Other Websites - Olympics	6,707	11.69%	4,791	11.47%	98
From Other Websites - Wrestling	425	0.74%	257	0.61%	82
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Apps</b>					
From Apps - Auto Races	942	1.64%	621	1.49%	91
From Apps - Baseball	4,113	7.17%	3,717	8.90%	124
From Apps - Basketball	3,472	6.05%	2,203	5.28%	87
From Apps - Boxing	472	0.82%	317	0.76%	93
From Apps - Football	5,190	9.05%	2,944	7.05%	78
From Apps - Golf	2,113	3.68%	1,225	2.93%	80
From Apps - Hockey	7,972	13.89%	4,381	10.49%	76
From Apps - Mixed Martial Arts	793	1.38%	853	2.04%	148
From Apps - Soccer	3,561	6.21%	2,273	5.44%	88
From Apps - Tennis	5,208	9.08%	3,386	8.11%	89
From Apps - Olympics	3,552	6.19%	2,616	6.26%	101
From Apps - Wrestling	556	0.97%	460	1.10%	113
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Friends</b>					
From Friends - Auto Races	1,323	2.31%	744	1.78%	77
From Friends - Baseball	3,012	5.25%	2,381	5.70%	109
From Friends - Basketball	4,325	7.54%	3,425	8.20%	109
From Friends - Boxing	1,076	1.88%	833	1.99%	106
From Friends - Football	4,839	8.43%	3,597	8.61%	102
From Friends - Golf	1,450	2.53%	1,063	2.55%	101
From Friends - Hockey	10,368	18.07%	6,559	15.71%	87
From Friends - Mixed Martial Arts	1,417	2.47%	2,080	4.98%	202
From Friends - Soccer	3,449	6.01%	2,543	6.09%	101
From Friends - Tennis	2,642	4.61%	1,945	4.66%	101
From Friends - Olympics	7,718	13.45%	5,310	12.72%	95
From Friends - Wrestling	581	1.01%	293	0.70%	69
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Newspapers</b>					
From Newspapers - Auto Races	1,234	2.15%	1,132	2.71%	126
From Newspapers - Baseball	4,878	8.50%	3,817	9.14%	108
From Newspapers - Basketball	3,133	5.46%	2,624	6.28%	115

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From Newspapers - Boxing	1,391	2.42%	760	1.82%	75
From Newspapers - Football	6,212	10.83%	4,246	10.17%	94
From Newspapers - Golf	2,611	4.55%	2,255	5.40%	119
From Newspapers - Hockey	10,195	17.77%	7,379	17.67%	99
From Newspapers - Mixed Martial Arts	376	0.66%	264	0.63%	95
From Newspapers - Soccer	3,057	5.33%	1,945	4.66%	87
From Newspapers - Tennis	2,551	4.45%	2,417	5.79%	130
From Newspapers - Olympics	7,434	12.96%	5,291	12.67%	98
From Newspapers - Wrestling	207	0.36%	123	0.29%	81
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Social Media</b>					
From Social Media - Auto Races	1,032	1.80%	781	1.87%	104
From Social Media - Baseball	3,252	5.67%	2,300	5.51%	97
From Social Media - Basketball	4,582	7.99%	2,875	6.89%	86
From Social Media - Boxing	2,658	4.63%	2,032	4.87%	105
From Social Media - Football	4,456	7.77%	3,246	7.77%	100
From Social Media - Golf	1,183	2.06%	748	1.79%	87
From Social Media - Hockey	9,401	16.38%	6,568	15.73%	96
From Social Media - Mixed Martial Arts	1,128	1.97%	881	2.11%	107
From Social Media - Soccer	4,572	7.97%	3,278	7.85%	98
From Social Media - Tennis	2,441	4.25%	1,328	3.18%	75
From Social Media - Olympics	8,031	14.00%	5,787	13.86%	99
From Social Media - Wrestling	496	0.87%	349	0.84%	97
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Search Engine</b>					
From Search Engine - Auto Races	878	1.53%	1,734	4.15%	271
From Search Engine - Baseball	2,153	3.75%	1,816	4.35%	116
From Search Engine - Basketball	3,068	5.35%	2,197	5.26%	98
From Search Engine - Boxing	617	1.08%	568	1.36%	126
From Search Engine - Football	2,247	3.92%	2,346	5.62%	143
From Search Engine - Golf	1,074	1.87%	868	2.08%	111
From Search Engine - Hockey	5,097	8.88%	3,348	8.02%	90
From Search Engine - Mixed Martial Arts	870	1.52%	620	1.49%	98
From Search Engine - Soccer	2,656	4.63%	1,812	4.34%	94
From Search Engine - Tennis	1,670	2.91%	1,125	2.69%	92
From Search Engine - Olympics	5,172	9.01%	4,394	10.52%	117
From Search Engine - Wrestling	141	0.25%	50	0.12%	48
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Radio</b>					
From Radio - Auto Races	742	1.29%	488	1.17%	91
From Radio - Baseball	3,472	6.05%	2,612	6.26%	103
From Radio - Basketball	3,244	5.65%	2,468	5.91%	105
From Radio - Boxing	1,265	2.20%	674	1.61%	73
From Radio - Football	4,467	7.79%	3,066	7.34%	94
From Radio - Golf	1,612	2.81%	990	2.37%	84
From Radio - Hockey	8,501	14.82%	5,986	14.33%	97

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From Radio - Mixed Martial Arts	313	0.55%	150	0.36%	65
From Radio - Soccer	1,365	2.38%	1,262	3.02%	127
From Radio - Tennis	2,593	4.52%	1,697	4.06%	90
From Radio - Olympics	4,845	8.44%	4,006	9.59%	114
From Radio - Wrestling	296	0.52%	180	0.43%	83
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Online Forums</b>					
From Online Forums - Auto Races	355	0.62%	316	0.76%	123
From Online Forums - Baseball	506	0.88%	306	0.73%	83
From Online Forums - Basketball	1,065	1.86%	756	1.81%	97
From Online Forums - Boxing	225	0.39%	123	0.30%	77
From Online Forums - Football	1,352	2.36%	725	1.74%	74
From Online Forums - Golf	442	0.77%	426	1.02%	132
From Online Forums - Hockey	2,388	4.16%	1,749	4.19%	101
From Online Forums - Mixed Martial Arts	1,091	1.90%	505	1.21%	64
From Online Forums - Soccer	1,500	2.61%	1,195	2.86%	110
From Online Forums - Tennis	777	1.35%	534	1.28%	95
From Online Forums - Olympics	3,120	5.44%	2,019	4.84%	89
From Online Forums - Wrestling	199	0.35%	119	0.28%	80
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Blogs</b>					
From Blogs - Auto Races	606	1.06%	384	0.92%	87
From Blogs - Baseball	1,618	2.82%	1,227	2.94%	104
From Blogs - Basketball	1,600	2.79%	1,001	2.40%	86
From Blogs - Boxing	508	0.89%	342	0.82%	92
From Blogs - Football	905	1.58%	692	1.66%	105
From Blogs - Golf	680	1.19%	502	1.20%	101
From Blogs - Hockey	1,907	3.32%	1,286	3.08%	93
From Blogs - Mixed Martial Arts	135	0.24%	221	0.53%	221
From Blogs - Soccer	1,055	1.84%	433	1.04%	57
From Blogs - Tennis	795	1.39%	472	1.13%	81
From Blogs - Olympics	2,061	3.59%	1,249	2.99%	83
From Blogs - Wrestling	207	0.36%	134	0.32%	89
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Sports Magazines</b>					
From Sports Magazines - Auto Races	594	1.04%	476	1.14%	110
From Sports Magazines - Baseball	1,621	2.83%	924	2.21%	78
From Sports Magazines - Basketball	1,173	2.04%	884	2.12%	104
From Sports Magazines - Boxing	658	1.15%	739	1.77%	154
From Sports Magazines - Football	1,386	2.42%	787	1.89%	78
From Sports Magazines - Golf	1,248	2.18%	895	2.14%	98
From Sports Magazines - Hockey	2,509	4.37%	1,168	2.80%	64
From Sports Magazines - Mixed Martial Arts	584	1.02%	620	1.49%	146
From Sports Magazines - Soccer	685	1.19%	616	1.48%	124
From Sports Magazines - Tennis	1,886	3.29%	1,557	3.73%	113
From Sports Magazines - Olympics	1,422	2.48%	940	2.25%	91

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From Sports Magazines - Wrestling	315	0.55%	281	0.67%	122
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Podcasts</b>					
From Podcasts - Auto Races	533	0.93%	316	0.76%	82
From Podcasts - Baseball	586	1.02%	495	1.19%	117
From Podcasts - Basketball	1,026	1.79%	500	1.20%	67
From Podcasts - Boxing	492	0.86%	370	0.89%	103
From Podcasts - Football	1,414	2.47%	613	1.47%	60
From Podcasts - Golf	566	0.99%	493	1.18%	119
From Podcasts - Hockey	2,076	3.62%	1,175	2.81%	78
From Podcasts - Mixed Martial Arts	330	0.58%	200	0.48%	83
From Podcasts - Soccer	508	0.89%	340	0.81%	91
From Podcasts - Tennis	917	1.60%	874	2.09%	131
From Podcasts - Olympics	1,936	3.37%	1,395	3.34%	99
From Podcasts - Wrestling	196	0.34%	76	0.18%	53
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Other</b>					
From Other - Auto Races	426	0.74%	499	1.20%	162
From Other - Baseball	846	1.47%	1,048	2.51%	171
From Other - Basketball	1,050	1.83%	1,175	2.81%	154
From Other - Boxing	475	0.83%	347	0.83%	100
From Other - Football	1,302	2.27%	911	2.18%	96
From Other - Golf	246	0.43%	113	0.27%	63
From Other - Hockey	1,954	3.41%	1,088	2.61%	77
From Other - Mixed Martial Arts	700	1.22%	392	0.94%	77
From Other - Soccer	1,022	1.78%	701	1.68%	94
From Other - Tennis	325	0.57%	602	1.44%	253
From Other - Olympics	1,195	2.08%	841	2.01%	97
From Other - Wrestling	238	0.42%	94	0.23%	55
<b>Where Get Sports News, Re-runs, Highlights and Scores from - Do not follow news/highlights/scores</b>					
Do Not Follow News - Auto Races	120	0.21%	94	0.23%	110
Do Not Follow News - Baseball	311	0.54%	225	0.54%	100
Do Not Follow News - Basketball	321	0.56%	310	0.74%	132
Do Not Follow News - Football	163	0.28%	79	0.19%	68
Do Not Follow News - Golf	431	0.75%	329	0.79%	105
Do Not Follow News - Hockey	1,440	2.51%	1,018	2.44%	97
Do Not Follow News - Mixed Martial Arts	505	0.88%	528	1.26%	143
Do Not Follow News - Soccer	651	1.13%	489	1.17%	104
Do Not Follow News - Tennis	465	0.81%	252	0.60%	74
Do Not Follow News - Olympics	658	1.15%	526	1.26%	110
Do Not Follow News - Wrestling	54	0.09%	33	0.08%	89
<b>Source for sports information - Kind(s) of Apps Used</b>					
Apps Used - Sports apps	9,054	15.78%	6,311	15.11%	96
Apps Used - Score/result apps	5,517	9.62%	3,812	9.13%	95
Apps Used - Apps from teams	6,078	10.59%	4,067	9.74%	92

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Apps Used - TV channels/shows apps	5,025	8.76%	4,095	9.81%	112
Apps Used - Betting apps	1,098	1.91%	656	1.57%	82
Apps Used - Sports magazine apps	1,976	3.44%	1,319	3.16%	92
Apps Used - Newspaper apps	2,886	5.03%	2,030	4.86%	97
Apps Used - Associations/league apps	2,226	3.88%	1,348	3.23%	83
Apps Used - Other	1,864	3.25%	1,190	2.85%	88
<b>Merchandise - When last time Purchased</b>					
When last time Purchased - Yesterday	16	0.03%	8	0.02%	67
When last time Purchased - Past week	472	0.82%	358	0.86%	105
When last time Purchased - Past month	3,893	6.79%	2,432	5.82%	86
When last time Purchased - Past 2-3 months	9,126	15.91%	5,806	13.90%	87
When last time Purchased - Past 6 months	17,658	30.77%	12,345	29.56%	96
When last time Purchased - A year ago	26,924	46.92%	18,171	43.51%	93
When last time Purchased - Longer than that	17,339	30.22%	12,471	29.86%	99
When last time Purchased - Do not buy sports merchandise	11,839	20.63%	8,676	20.78%	101
<b>Merchandise - Type(s) Purchased</b>					
Purchased - Jackets	2,884	5.03%	2,254	5.40%	107
Purchased - Hoodies	7,888	13.75%	5,099	12.21%	89
Purchased - Sweatshirts	4,459	7.77%	3,606	8.64%	111
Purchased - Jerseys	10,247	17.86%	7,325	17.54%	98
Purchased - T-shirts	11,278	19.66%	8,829	21.14%	108
Purchased - Scarf	2,861	4.99%	2,191	5.25%	105
Purchased - Kit/Uniform	2,864	4.99%	2,233	5.35%	107
Purchased - Memorabilia	4,190	7.30%	3,428	8.21%	112
Purchased - Mug	2,573	4.48%	1,645	3.94%	88
Purchased - Towel	3,206	5.59%	1,968	4.71%	84
Purchased - Pants	1,592	2.77%	1,024	2.45%	88
Purchased - Hats/Caps	8,486	14.79%	5,704	13.66%	92
Purchased - Bedding	1,926	3.36%	1,422	3.40%	101
Purchased - Accessories (e.g. lanyard, key chain, key fob, pet gear, car flag, etc.)	5,063	8.82%	4,389	10.51%	119
Purchased - Other	2,597	4.53%	1,511	3.62%	80
<b>Merchandise - Where Usually Purchase - Most Often</b>					
Purchase Most Often - At the venue (e.g. at the stadium or arena)	6,086	10.61%	4,017	9.62%	91
Purchase Most Often - Sportswear stores - in store	5,042	8.79%	3,252	7.79%	89
Purchase Most Often - Sportswear stores - online	3,388	5.91%	2,556	6.12%	104
Purchase Most Often - Official Sponsor - online	2,671	4.66%	2,090	5.01%	108
Purchase Most Often - Department Stores - in store	3,043	5.30%	2,067	4.95%	93
Purchase Most Often - Department Stores - online	1,388	2.42%	1,092	2.62%	108
Purchase Most Often - Discount stores (e.g. Walmart) - in store	613	1.07%	361	0.86%	80
Purchase Most Often - Discount stores (e.g. Walmart) - online	412	0.72%	238	0.57%	79
Purchase Most Often - Team Website	2,261	3.94%	1,633	3.91%	99



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Purchase Most Often - Other in store	1,390	2.42%	853	2.04%	84
Purchase Most Often - Other online	120	0.21%	55	0.13%	62
<b>Merchandise - Where Usually Purchase - Sometimes</b>					
Purchase Sometimes - At the venue (e.g. at the stadium or arena)	10,971	19.12%	7,882	18.88%	99
Purchase Sometimes - Sportswear stores - in store	8,302	14.47%	4,984	11.94%	83
Purchase Sometimes - Sportswear stores - online	7,322	12.76%	6,232	14.92%	117
Purchase Sometimes - Official Sponsor - online	5,992	10.44%	4,283	10.26%	98
Purchase Sometimes - Department Stores - in store	7,033	12.26%	4,597	11.01%	90
Purchase Sometimes - Department Stores - online	5,953	10.38%	3,158	7.56%	73
Purchase Sometimes - Discount stores (e.g. Walmart) - in store	8,833	15.39%	6,141	14.71%	96
Purchase Sometimes - Discount stores (e.g. Walmart) - online	5,699	9.93%	3,296	7.89%	79
Purchase Sometimes - Team Website	6,474	11.28%	4,179	10.01%	89
Purchase Sometimes - Shopping Website (e.g. Amazon)	7,044	12.28%	4,408	10.56%	86
Purchase Sometimes - Other in store	6,061	10.56%	3,657	8.76%	83
Purchase Sometimes - Other online	6,125	10.68%	4,168	9.98%	93
<b>Merchandise - Amount Spent Past Year</b>					
Spent - Less than \$50	4,614	8.04%	3,097	7.42%	92
Spent - \$50 - \$99	6,400	11.16%	4,061	9.73%	87
Spent - \$100 - \$299	9,462	16.49%	6,040	14.46%	88
Spent - \$300 - \$499	3,575	6.23%	2,734	6.55%	105
Spent - \$500 or more	3,506	6.11%	2,935	7.03%	115
<b>Merchandise - Plan to Spend Next Year</b>					
Plan to Spend - Significantly more than last year	479	0.83%	217	0.52%	63
Plan to Spend - Somewhat more than last year	3,577	6.24%	3,116	7.46%	120
Plan to Spend - About the same	21,619	37.68%	14,914	35.71%	95
Plan to Spend - Somewhat less than last year	3,500	6.10%	2,431	5.82%	95
Plan to Spend - Significantly less than last year	3,204	5.58%	2,019	4.84%	87
Plan to Spend - Do not plan to Purchase	24,610	42.89%	18,785	44.98%	105
<b>Sponsorship - Likelihood of Noticing Sponsors</b>					
Noticing Sponsors - Very likely	5,635	9.82%	4,313	10.33%	105
Noticing Sponsors - Somewhat likely	14,508	25.29%	10,082	24.14%	95
Noticing Sponsors - Undecided	7,103	12.38%	4,942	11.83%	96
Noticing Sponsors - Somewhat unlikely	4,500	7.84%	3,312	7.93%	101
Noticing Sponsors - Very unlikely	3,063	5.34%	2,402	5.75%	108
<b>Sponsorship - Where Sponsors' Advertisements Seen</b>					
Seen - TV	23,919	41.69%	18,176	43.52%	104
Seen - Social media (e.g. Facebook)	10,552	18.39%	8,516	20.39%	111
Seen - Newspapers	6,403	11.16%	4,893	11.72%	105
Seen - Magazines	5,335	9.30%	4,131	9.89%	106
Seen - Billboards, posters and other out of home screens	12,590	21.94%	8,860	21.22%	97
Seen - Stores	5,241	9.13%	3,802	9.10%	100
Seen - Radio	7,760	13.53%	5,375	12.87%	95

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Seen - YouTube	3,433	5.98%	2,334	5.59%	93
Seen - Search engines	5,133	8.95%	3,153	7.55%	84
Seen - Sports websites	5,202	9.07%	3,113	7.45%	82
Seen - Sports merchandise	7,113	12.40%	4,891	11.71%	94
Seen - In apps	4,121	7.18%	2,335	5.59%	78
Seen - Product packaging	3,522	6.14%	2,750	6.59%	107
Seen - E - newsletters	2,971	5.18%	1,710	4.10%	79
Seen - Movies/cinema	4,931	8.59%	3,950	9.46%	110
Seen - Arenas/Venues	11,576	20.17%	8,266	19.79%	98
Seen - Other	1,888	3.29%	1,356	3.25%	99
Seen - Did not notice	2,894	5.04%	2,209	5.29%	105
<b>Sponsorship - Likelihood of Buying Favourite Team/Player/Event Sponsor's Product/Service</b>					
Buying Sponsor's Product/Service - Very likely	603	1.05%	879	2.11%	201
Buying Sponsor's Product/Service - Somewhat likely	6,394	11.14%	3,807	9.12%	82
Buying Sponsor's Product/Service - Undecided	15,433	26.90%	10,706	25.64%	95
Buying Sponsor's Product/Service - Somewhat unlikely	5,159	8.99%	4,611	11.04%	123
Buying Sponsor's Product/Service - Very unlikely	6,146	10.71%	4,304	10.31%	96
<b>Sponsorship - If the Price/Quality Equal, Most Likely Would Buy</b>					
Would Buy - Sponsor's product/service	14,524	25.31%	10,642	25.48%	101
Would Buy - Non-Sponsor's product/service	2,149	3.75%	1,108	2.65%	71
Would Buy - Undecided	17,685	30.82%	13,132	31.45%	102



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.