

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population Age 15 Year and Over	54,916		40,249		
Where Get Any Pro Sport News, Re-runs, Highlights and Scores from					
Any News from - TV channels/shows	39,399	71.75%	30,126	74.85%	104
Any News from - TV channels/shows websites	21,886	39.85%	15,574	38.69%	97
Any News from - Other websites	16,854	30.69%	11,738	29.16%	95
Any News from - Apps	15,834	28.83%	10,876	27.02%	94
Any News from - Friends	20,456	37.25%	13,455	33.43%	90
Any News from - Newspapers	18,834	34.30%	14,090	35.01%	102
Any News from - Social media	20,522	37.37%	13,958	34.68%	93
Any News from - Search engine	11,875	21.62%	8,773	21.80%	101
Any News from - Radio	16,028	29.19%	11,473	28.51%	98
Any News from - Online forums	6,924	12.61%	4,625	11.49%	91
Any News from - Blogs	6,056	11.03%	4,100	10.19%	92
Any News from - Sports magazines	6,711	12.22%	4,122	10.24%	84
Any News from - Podcasts	7,113	12.95%	4,890	12.15%	94
Any News from - Other	4,993	9.09%	3,193	7.93%	87
Any News from - Do not follow news/highlights/scores	2,855	5.20%	1,737	4.32%	83
Where Get Sports News, Re-runs, Highlights and Scores from - TV Channels/Shows					
From TV Channels - Auto Races	3,311	6.03%	3,103	7.71%	128
From TV Channels - Baseball	9,577	17.44%	7,650	19.01%	109
From TV Channels - Basketball	9,942	18.11%	7,534	18.72%	103
From TV Channels - Boxing	2,509	4.57%	2,186	5.43%	119
From TV Channels - Football	15,403	28.05%	10,921	27.13%	97
From TV Channels - Golf	7,576	13.80%	7,337	18.23%	132
From TV Channels - Hockey	23,907	43.53%	18,172	45.15%	104
From TV Channels - Mixed Martial Arts	1,183	2.16%	1,067	2.65%	123
From TV Channels - Soccer	7,472	13.61%	5,442	13.52%	99
From TV Channels - Tennis	9,433	17.18%	7,480	18.58%	108
From TV Channels - Olympics	20,173	36.74%	15,258	37.91%	103
From TV Channels - Wrestling	1,391	2.53%	1,291	3.21%	127
Where Get Sports News, Re-runs, Highlights and Scores from - TV Channels/Shows Websites					
From TV Channels Websites - Auto Races	2,246	4.09%	1,690	4.20%	103
From TV Channels Websites - Baseball	4,780	8.71%	3,342	8.30%	95
From TV Channels Websites - Basketball	5,369	9.78%	3,402	8.45%	86
From TV Channels Websites - Boxing	903	1.65%	636	1.58%	96
From TV Channels Websites - Football	6,343	11.55%	4,401	10.94%	95
From TV Channels Websites - Golf	2,806	5.11%	1,556	3.87%	76
From TV Channels Websites - Hockey	13,276	24.17%	8,945	22.23%	92
From TV Channels Websites - Mixed Martial Arts	2,410	4.39%	1,691	4.20%	96
From TV Channels Websites - Soccer	3,480	6.34%	2,704	6.72%	106
From TV Channels Websites - Tennis	3,853	7.02%	2,412	5.99%	85
From TV Channels Websites - Olympics	10,363	18.87%	7,293	18.12%	96
From TV Channels Websites - Wrestling	1,298	2.36%	751	1.87%	79

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Where Get Sports News, Re-runs, Highlights and Scores from - Other Websites					
From Other Websites - Auto Races	1,350	2.46%	1,020	2.54%	103
From Other Websites - Baseball	2,746	5.00%	1,714	4.26%	85
From Other Websites - Basketball	2,894	5.27%	2,133	5.30%	101
From Other Websites - Boxing	679	1.24%	448	1.11%	90
From Other Websites - Football	3,848	7.01%	3,182	7.91%	113
From Other Websites - Golf	1,523	2.77%	1,138	2.83%	102
From Other Websites - Hockey	5,488	9.99%	3,873	9.62%	96
From Other Websites - Mixed Martial Arts	761	1.39%	520	1.29%	93
From Other Websites - Soccer	2,918	5.31%	2,655	6.60%	124
From Other Websites - Tennis	2,866	5.22%	2,387	5.93%	114
From Other Websites - Olympics	6,443	11.73%	4,615	11.47%	98
From Other Websites - Wrestling	407	0.74%	248	0.62%	84
Where Get Sports News, Re-runs, Highlights and Scores from - Apps					
From Apps - Auto Races	908	1.65%	600	1.49%	90
From Apps - Baseball	3,937	7.17%	3,575	8.88%	124
From Apps - Basketball	3,324	6.05%	2,121	5.27%	87
From Apps - Boxing	453	0.82%	303	0.75%	91
From Apps - Football	4,960	9.03%	2,835	7.04%	78
From Apps - Golf	2,025	3.69%	1,180	2.93%	79
From Apps - Hockey	7,636	13.90%	4,212	10.46%	75
From Apps - Mixed Martial Arts	759	1.38%	825	2.05%	149
From Apps - Soccer	3,413	6.21%	2,193	5.45%	88
From Apps - Tennis	4,975	9.06%	3,268	8.12%	90
From Apps - Olympics	3,409	6.21%	2,514	6.25%	101
From Apps - Wrestling	532	0.97%	443	1.10%	113
Where Get Sports News, Re-runs, Highlights and Scores from - Friends					
From Friends - Auto Races	1,268	2.31%	716	1.78%	77
From Friends - Baseball	2,885	5.25%	2,300	5.71%	109
From Friends - Basketball	4,138	7.53%	3,309	8.22%	109
From Friends - Boxing	1,030	1.88%	802	1.99%	106
From Friends - Football	4,633	8.44%	3,473	8.63%	102
From Friends - Golf	1,387	2.53%	1,023	2.54%	100
From Friends - Hockey	9,935	18.09%	6,327	15.72%	87
From Friends - Mixed Martial Arts	1,358	2.47%	1,999	4.97%	201
From Friends - Soccer	3,304	6.02%	2,453	6.10%	101
From Friends - Tennis	2,531	4.61%	1,874	4.66%	101
From Friends - Olympics	7,382	13.44%	5,114	12.71%	95
From Friends - Wrestling	556	1.01%	283	0.70%	69
Where Get Sports News, Re-runs, Highlights and Scores from - Newspapers					
From Newspapers - Auto Races	1,184	2.16%	1,093	2.72%	126
From Newspapers - Baseball	4,671	8.51%	3,683	9.15%	108
From Newspapers - Basketball	3,003	5.47%	2,544	6.32%	116

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
From Newspapers - Boxing	1,331	2.42%	728	1.81%	75
From Newspapers - Football	5,949	10.83%	4,098	10.18%	94
From Newspapers - Golf	2,499	4.55%	2,176	5.41%	119
From Newspapers - Hockey	9,759	17.77%	7,104	17.65%	99
From Newspapers - Mixed Martial Arts	360	0.66%	254	0.63%	95
From Newspapers - Soccer	2,939	5.35%	1,873	4.65%	87
From Newspapers - Tennis	2,440	4.44%	2,328	5.79%	130
From Newspapers - Olympics	7,123	12.97%	5,095	12.66%	98
From Newspapers - Wrestling	198	0.36%	118	0.29%	81
Where Get Sports News, Re-runs, Highlights and Scores from - Social Media					
From Social Media - Auto Races	987	1.80%	752	1.87%	104
From Social Media - Baseball	3,107	5.66%	2,221	5.52%	98
From Social Media - Basketball	4,383	7.98%	2,762	6.86%	86
From Social Media - Boxing	2,540	4.63%	1,956	4.86%	105
From Social Media - Football	4,271	7.78%	3,130	7.78%	100
From Social Media - Golf	1,132	2.06%	719	1.79%	87
From Social Media - Hockey	9,004	16.40%	6,343	15.76%	96
From Social Media - Mixed Martial Arts	1,080	1.97%	847	2.10%	107
From Social Media - Soccer	4,389	7.99%	3,148	7.82%	98
From Social Media - Tennis	2,343	4.27%	1,275	3.17%	74
From Social Media - Olympics	7,710	14.04%	5,572	13.84%	99
From Social Media - Wrestling	475	0.87%	338	0.84%	97
Where Get Sports News, Re-runs, Highlights and Scores from - Search Engine					
From Search Engine - Auto Races	840	1.53%	1,671	4.15%	271
From Search Engine - Baseball	2,057	3.75%	1,752	4.35%	116
From Search Engine - Basketball	2,935	5.35%	2,113	5.25%	98
From Search Engine - Boxing	590	1.08%	547	1.36%	126
From Search Engine - Football	2,147	3.91%	2,259	5.61%	143
From Search Engine - Golf	1,028	1.87%	837	2.08%	111
From Search Engine - Hockey	4,883	8.89%	3,235	8.04%	90
From Search Engine - Mixed Martial Arts	833	1.52%	598	1.49%	98
From Search Engine - Soccer	2,545	4.64%	1,743	4.33%	93
From Search Engine - Tennis	1,594	2.90%	1,083	2.69%	93
From Search Engine - Olympics	4,960	9.03%	4,226	10.50%	116
From Search Engine - Wrestling	135	0.25%	49	0.12%	48
Where Get Sports News, Re-runs, Highlights and Scores from - Radio					
From Radio - Auto Races	711	1.29%	469	1.17%	91
From Radio - Baseball	3,324	6.05%	2,531	6.29%	104
From Radio - Basketball	3,108	5.66%	2,381	5.91%	104
From Radio - Boxing	1,211	2.21%	650	1.62%	73
From Radio - Football	4,280	7.79%	2,965	7.37%	95
From Radio - Golf	1,545	2.81%	960	2.39%	85
From Radio - Hockey	8,145	14.83%	5,786	14.38%	97

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
From Radio - Mixed Martial Arts	300	0.55%	144	0.36%	65
From Radio - Soccer	1,308	2.38%	1,224	3.04%	128
From Radio - Tennis	2,476	4.51%	1,643	4.08%	90
From Radio - Olympics	4,643	8.45%	3,871	9.62%	114
From Radio - Wrestling	283	0.52%	174	0.43%	83
Where Get Sports News, Re-runs, Highlights and Scores from - Online Forums					
From Online Forums - Auto Races	340	0.62%	304	0.76%	123
From Online Forums - Baseball	486	0.88%	299	0.74%	84
From Online Forums - Basketball	1,021	1.86%	728	1.81%	97
From Online Forums - Boxing	215	0.39%	119	0.30%	77
From Online Forums - Football	1,288	2.35%	697	1.73%	74
From Online Forums - Golf	425	0.77%	412	1.02%	132
From Online Forums - Hockey	2,292	4.17%	1,688	4.19%	100
From Online Forums - Mixed Martial Arts	1,047	1.91%	488	1.21%	63
From Online Forums - Soccer	1,435	2.61%	1,152	2.86%	110
From Online Forums - Tennis	744	1.36%	514	1.28%	94
From Online Forums - Olympics	2,998	5.46%	1,956	4.86%	89
From Online Forums - Wrestling	191	0.35%	114	0.28%	80
Where Get Sports News, Re-runs, Highlights and Scores from - Blogs					
From Blogs - Auto Races	580	1.06%	370	0.92%	87
From Blogs - Baseball	1,553	2.83%	1,190	2.96%	105
From Blogs - Basketball	1,532	2.79%	965	2.40%	86
From Blogs - Boxing	487	0.89%	329	0.82%	92
From Blogs - Football	866	1.58%	667	1.66%	105
From Blogs - Golf	649	1.18%	487	1.21%	103
From Blogs - Hockey	1,825	3.32%	1,240	3.08%	93
From Blogs - Mixed Martial Arts	129	0.24%	214	0.53%	221
From Blogs - Soccer	1,012	1.84%	421	1.05%	57
From Blogs - Tennis	761	1.39%	456	1.13%	81
From Blogs - Olympics	1,978	3.60%	1,203	2.99%	83
From Blogs - Wrestling	198	0.36%	129	0.32%	89
Where Get Sports News, Re-runs, Highlights and Scores from - Sports Magazines					
From Sports Magazines - Auto Races	568	1.03%	457	1.14%	111
From Sports Magazines - Baseball	1,556	2.83%	890	2.21%	78
From Sports Magazines - Basketball	1,122	2.04%	852	2.12%	104
From Sports Magazines - Boxing	630	1.15%	710	1.77%	154
From Sports Magazines - Football	1,327	2.42%	759	1.89%	78
From Sports Magazines - Golf	1,194	2.17%	861	2.14%	99
From Sports Magazines - Hockey	2,406	4.38%	1,126	2.80%	64
From Sports Magazines - Mixed Martial Arts	559	1.02%	596	1.48%	145
From Sports Magazines - Soccer	656	1.19%	594	1.48%	124
From Sports Magazines - Tennis	1,804	3.29%	1,509	3.75%	114
From Sports Magazines - Olympics	1,361	2.48%	912	2.27%	92

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
From Sports Magazines - Wrestling	302	0.55%	270	0.67%	122
Where Get Sports News, Re-runs, Highlights and Scores from - Podcasts					
From Podcasts - Auto Races	511	0.93%	304	0.76%	82
From Podcasts - Baseball	561	1.02%	476	1.18%	116
From Podcasts - Basketball	979	1.78%	484	1.20%	67
From Podcasts - Boxing	471	0.86%	356	0.89%	103
From Podcasts - Football	1,355	2.47%	592	1.47%	60
From Podcasts - Golf	542	0.99%	475	1.18%	119
From Podcasts - Hockey	1,980	3.61%	1,130	2.81%	78
From Podcasts - Mixed Martial Arts	315	0.57%	193	0.48%	84
From Podcasts - Soccer	486	0.89%	327	0.81%	91
From Podcasts - Tennis	873	1.59%	839	2.09%	131
From Podcasts - Olympics	1,856	3.38%	1,350	3.35%	99
From Podcasts - Wrestling	187	0.34%	73	0.18%	53
Where Get Sports News, Re-runs, Highlights and Scores from - Other					
From Other - Auto Races	407	0.74%	480	1.19%	161
From Other - Baseball	806	1.47%	1,013	2.52%	171
From Other - Basketball	1,005	1.83%	1,133	2.82%	154
From Other - Boxing	455	0.83%	335	0.83%	100
From Other - Football	1,247	2.27%	879	2.18%	96
From Other - Golf	236	0.43%	109	0.27%	63
From Other - Hockey	1,877	3.42%	1,044	2.59%	76
From Other - Mixed Martial Arts	670	1.22%	378	0.94%	77
From Other - Soccer	981	1.79%	675	1.68%	94
From Other - Tennis	310	0.56%	580	1.44%	257
From Other - Olympics	1,148	2.09%	809	2.01%	96
From Other - Wrestling	229	0.42%	90	0.22%	52
Where Get Sports News, Re-runs, Highlights and Scores from - Do not follow news/highlights/scores					
Do Not Follow News - Auto Races	115	0.21%	90	0.23%	110
Do Not Follow News - Baseball	298	0.54%	216	0.54%	100
Do Not Follow News - Basketball	308	0.56%	298	0.74%	132
Do Not Follow News - Football	156	0.29%	76	0.19%	66
Do Not Follow News - Golf	412	0.75%	317	0.79%	105
Do Not Follow News - Hockey	1,380	2.51%	982	2.44%	97
Do Not Follow News - Mixed Martial Arts	483	0.88%	507	1.26%	143
Do Not Follow News - Soccer	622	1.13%	472	1.17%	104
Do Not Follow News - Tennis	446	0.81%	244	0.61%	75
Do Not Follow News - Olympics	630	1.15%	507	1.26%	110
Do Not Follow News - Wrestling	51	0.09%	32	0.08%	89
Source for sports information - Kind(s) of Apps Used					
Apps Used - Sports apps	8,663	15.78%	6,075	15.09%	96
Apps Used - Score/result apps	5,293	9.64%	3,672	9.12%	95
Apps Used - Apps from teams	5,817	10.59%	3,924	9.75%	92

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Apps Used - TV channels/shows apps	4,818	8.77%	3,947	9.81%	112
Apps Used - Betting apps	1,050	1.91%	636	1.58%	83
Apps Used - Sports magazine apps	1,893	3.45%	1,278	3.17%	92
Apps Used - Newspaper apps	2,767	5.04%	1,958	4.87%	97
Apps Used - Associations/league apps	2,133	3.88%	1,298	3.22%	83
Apps Used - Other	1,784	3.25%	1,148	2.85%	88
Merchandise - When last time Purchased					
When last time Purchased - Yesterday	15	0.03%	8	0.02%	67
When last time Purchased - Past week	451	0.82%	345	0.86%	105
When last time Purchased - Past month	3,722	6.78%	2,336	5.80%	86
When last time Purchased - Past 2-3 months	8,729	15.90%	5,587	13.88%	87
When last time Purchased - Past 6 months	16,890	30.76%	11,897	29.56%	96
When last time Purchased - A year ago	25,749	46.89%	17,511	43.51%	93
When last time Purchased - Longer than that	16,610	30.25%	12,016	29.85%	99
When last time Purchased - Do not buy sports merchandise	11,339	20.65%	8,367	20.79%	101
Merchandise - Type(s) Purchased					
Purchased - Jackets	2,760	5.03%	2,179	5.42%	108
Purchased - Hoodies	7,546	13.74%	4,920	12.22%	89
Purchased - Sweatshirts	4,270	7.78%	3,471	8.62%	111
Purchased - Jerseys	9,805	17.85%	7,040	17.49%	98
Purchased - T-shirts	10,784	19.64%	8,489	21.09%	107
Purchased - Scarf	2,733	4.98%	2,119	5.27%	106
Purchased - Kit/Uniform	2,728	4.97%	2,147	5.33%	107
Purchased - Memorabilia	4,014	7.31%	3,308	8.22%	112
Purchased - Mug	2,463	4.49%	1,586	3.94%	88
Purchased - Towel	3,055	5.56%	1,904	4.73%	85
Purchased - Pants	1,523	2.77%	990	2.46%	89
Purchased - Hats/Caps	8,122	14.79%	5,502	13.67%	92
Purchased - Bedding	1,837	3.35%	1,367	3.40%	101
Purchased - Accessories (e.g. lanyard, key chain, key fob, pet gear, car flag, etc.)	4,843	8.82%	4,237	10.53%	119
Purchased - Other	2,485	4.53%	1,462	3.63%	80
Merchandise - Where Usually Purchase - Most Often					
Purchase Most Often - At the venue (e.g. at the stadium or arena)	5,828	10.61%	3,876	9.63%	91
Purchase Most Often - Sportswear stores - in store	4,831	8.80%	3,134	7.79%	89
Purchase Most Often - Sportswear stores - online	3,240	5.90%	2,460	6.11%	104
Purchase Most Often - Official Sponsor - online	2,544	4.63%	2,011	5.00%	108
Purchase Most Often - Department Stores - in store	2,917	5.31%	1,987	4.94%	93
Purchase Most Often - Department Stores - online	1,316	2.40%	1,058	2.63%	110
Purchase Most Often - Discount stores (e.g. Walmart) - in store	586	1.07%	348	0.87%	81
Purchase Most Often - Discount stores (e.g. Walmart) - online	395	0.72%	229	0.57%	79
Purchase Most Often - Team Website	2,163	3.94%	1,573	3.91%	99

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Purchase Most Often - Other in store	1,332	2.43%	823	2.04%	84
Purchase Most Often - Other online	115	0.21%	53	0.13%	62
Merchandise - Where Usually Purchase - Sometimes					
Purchase Sometimes - At the venue (e.g. at the stadium or arena)	10,494	19.11%	7,588	18.85%	99
Purchase Sometimes - Sportswear stores - in store	7,933	14.45%	4,806	11.94%	83
Purchase Sometimes - Sportswear stores - online	7,000	12.75%	5,996	14.90%	117
Purchase Sometimes - Official Sponsor - online	5,729	10.43%	4,131	10.26%	98
Purchase Sometimes - Department Stores - in store	6,716	12.23%	4,428	11.00%	90
Purchase Sometimes - Department Stores - online	5,707	10.39%	3,034	7.54%	73
Purchase Sometimes - Discount stores (e.g. Walmart) - in store	8,454	15.40%	5,912	14.69%	95
Purchase Sometimes - Discount stores (e.g. Walmart) - online	5,455	9.93%	3,173	7.88%	79
Purchase Sometimes - Team Website	6,190	11.27%	4,038	10.03%	89
Purchase Sometimes - Shopping Website (e.g. Amazon)	6,733	12.26%	4,256	10.57%	86
Purchase Sometimes - Other in store	5,793	10.55%	3,516	8.74%	83
Purchase Sometimes - Other online	5,860	10.67%	4,015	9.98%	94
Merchandise - Amount Spent Past Year					
Spent - Less than \$50	4,417	8.04%	2,981	7.41%	92
Spent - \$50 - \$99	6,116	11.14%	3,918	9.74%	87
Spent - \$100 - \$299	9,051	16.48%	5,820	14.46%	88
Spent - \$300 - \$499	3,423	6.23%	2,631	6.54%	105
Spent - \$500 or more	3,347	6.10%	2,835	7.04%	115
Merchandise - Plan to Spend Next Year					
Plan to Spend - Significantly more than last year	458	0.83%	210	0.52%	63
Plan to Spend - Somewhat more than last year	3,420	6.23%	2,999	7.45%	120
Plan to Spend - About the same	20,704	37.70%	14,373	35.71%	95
Plan to Spend - Somewhat less than last year	3,343	6.09%	2,338	5.81%	95
Plan to Spend - Significantly less than last year	3,066	5.58%	1,943	4.83%	87
Plan to Spend - Do not plan to Purchase	23,551	42.89%	18,110	45.00%	105
Sponsorship - Likelihood of Noticing Sponsors					
Noticing Sponsors - Very likely	5,394	9.82%	4,156	10.33%	105
Noticing Sponsors - Somewhat likely	13,905	25.32%	9,721	24.15%	95
Noticing Sponsors - Undecided	6,794	12.37%	4,771	11.85%	96
Noticing Sponsors - Somewhat unlikely	4,298	7.83%	3,196	7.94%	101
Noticing Sponsors - Very unlikely	2,923	5.32%	2,313	5.75%	108
Sponsorship - Where Sponsors' Advertisements Seen					
Seen - TV	22,893	41.69%	17,524	43.54%	104
Seen - Social media (e.g. Facebook)	10,093	18.38%	8,221	20.43%	111
Seen - Newspapers	6,143	11.19%	4,714	11.71%	105
Seen - Magazines	5,102	9.29%	3,988	9.91%	107
Seen - Billboards, posters and other out of home screens	12,058	21.96%	8,536	21.21%	97
Seen - Stores	5,022	9.15%	3,669	9.12%	100
Seen - Radio	7,428	13.53%	5,182	12.88%	95

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Seen - YouTube	3,285	5.98%	2,254	5.60%	94
Seen - Search engines	4,901	8.93%	3,039	7.55%	85
Seen - Sports websites	4,977	9.06%	3,002	7.46%	82
Seen - Sports merchandise	6,829	12.44%	4,724	11.74%	94
Seen - In apps	3,927	7.15%	2,244	5.58%	78
Seen - Product packaging	3,378	6.15%	2,658	6.61%	107
Seen - E - newsletters	2,842	5.18%	1,650	4.10%	79
Seen - Movies/cinema	4,720	8.60%	3,814	9.48%	110
Seen - Arenas/Venues	11,078	20.17%	7,973	19.81%	98
Seen - Other	1,809	3.29%	1,315	3.27%	99
Seen - Did not notice	2,769	5.04%	2,129	5.29%	105
Sponsorship - Likelihood of Buying Favourite Team/Player/Event Sponsor's Product/Service					
Buying Sponsor's Product/Service - Very likely	580	1.06%	844	2.10%	198
Buying Sponsor's Product/Service - Somewhat likely	6,117	11.14%	3,664	9.10%	82
Buying Sponsor's Product/Service - Undecided	14,778	26.91%	10,337	25.68%	95
Buying Sponsor's Product/Service - Somewhat unlikely	4,928	8.98%	4,449	11.05%	123
Buying Sponsor's Product/Service - Very unlikely	5,880	10.71%	4,148	10.31%	96
Sponsorship - If the Price/Quality Equal, Most Likely Would Buy					
Would Buy - Sponsor's product/service	13,898	25.31%	10,250	25.47%	101
Would Buy - Non-Sponsor's product/service	2,057	3.75%	1,069	2.66%	71
Would Buy - Undecided	16,924	30.82%	12,676	31.49%	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.

Data Vintage: Data Vintage: 2022/2023