

Fan-Based Top Canadian Sports Brands

August 2014

insightrix®



Insightrix Research Inc.

1-3223 Millar Avenue | Saskatoon, SK S7K5Y3
1-866-888-5640 (toll free) | 1-306-657-5640
info@insightrix.com | www.insightrix.com

Who did we interview?

- 2,676 professional sports fans (NHL, CFL, NBA, MLB, MLS) all across Canada.
- 300 fans in each of the cities outlined below, except for Hamilton (276).

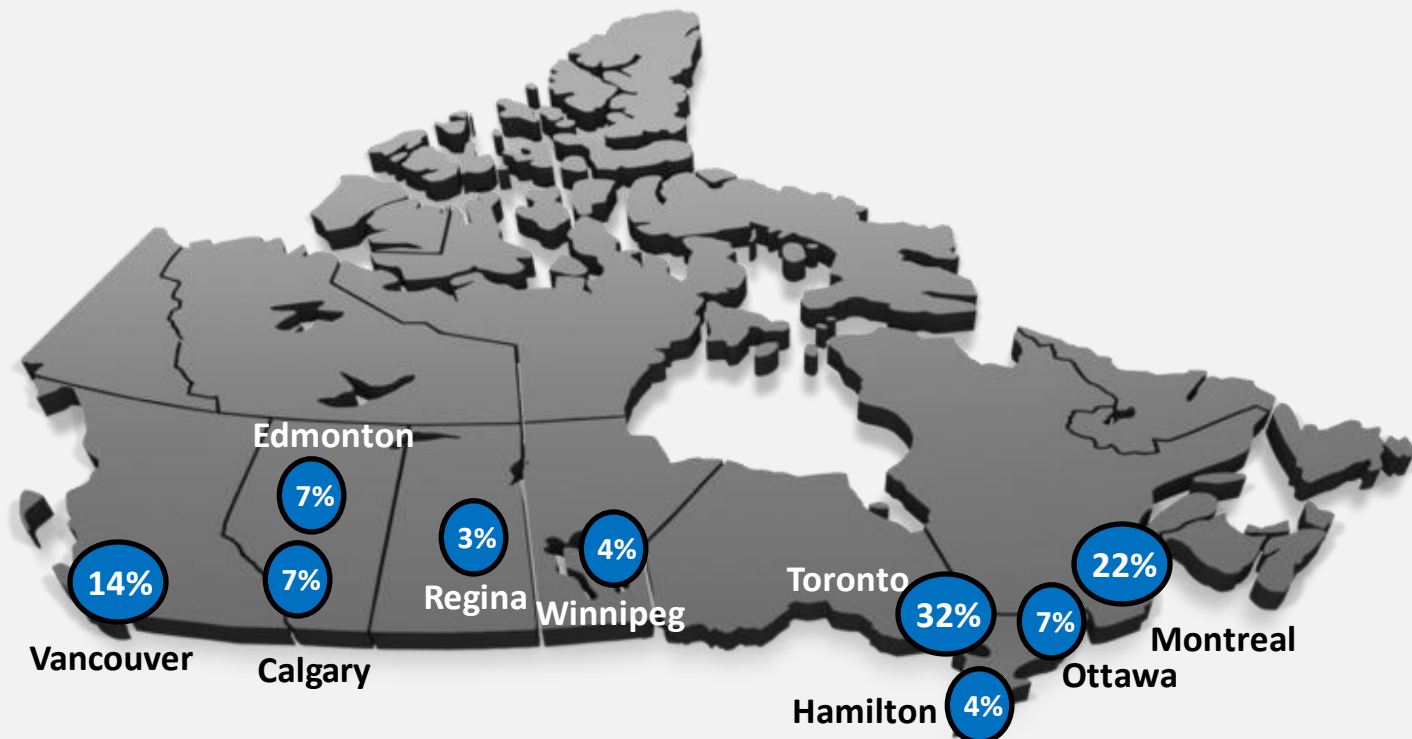


Who qualified as a sports fan?

- For each of the leagues, those who *attended a live game at a stadium, watched a full game on TV, and/or bought any team-related merchandise for personal use* during the past 2 years were classified as fans.
- Those who watched only part of a live game on TV during the past 2 years were asked an additional screener to ensure they qualified as fans.
- As a result, we were able to calculate the percentage of fans for each league in each city – *Fan Incidence*.

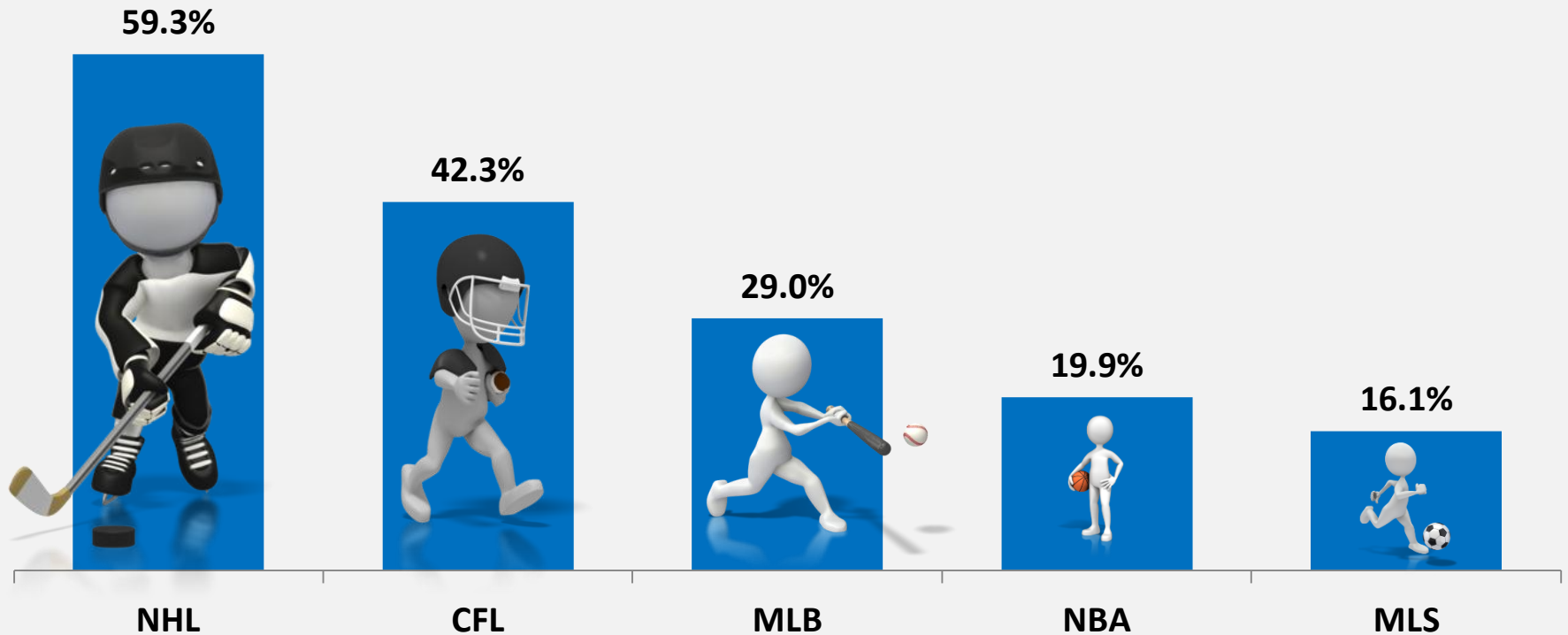
Ensuring representativeness

- In order to ensure representative results across the country, data was weighted relative to each area's population, based on the 2011 census data.
- Population weights for each area are shown below:



Fan incidence rate across Canada

- By applying population weights to the percentage of fans for each league on each city, we are able to calculate the percentage of fans for each league nationally – *National Fan Incidence*.



What did we ask?

Respect

- Which team [for each applicable league] do you respect the most?

Top of Mind Recall

- What is the first team [for each applicable league] that pops into your mind?

Perception of Popularity

- Which team [for each applicable league] **do you believe** is the most **popular**

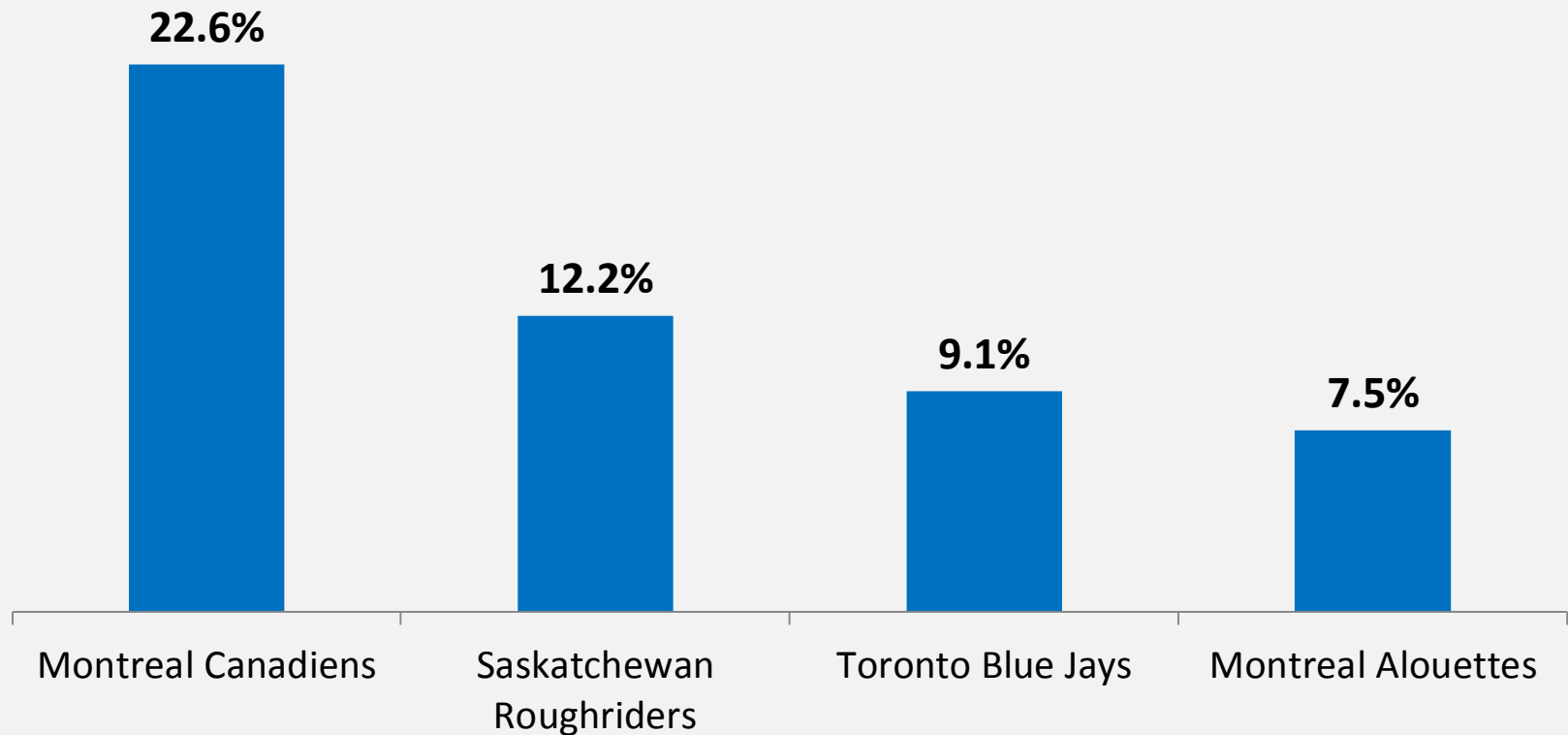
Perception of Fan Loyalty

- Which team [for each applicable league] **do you think** has the most **loyal fans**?

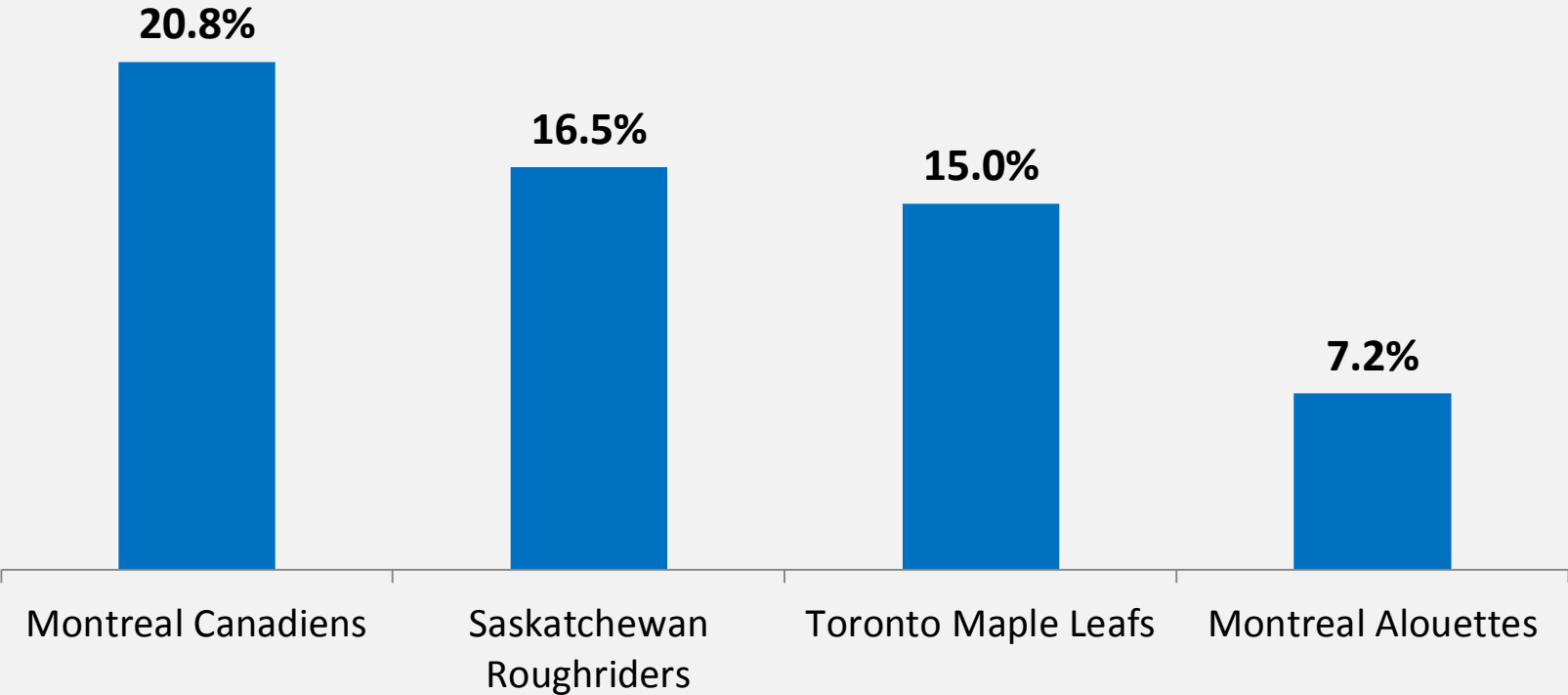
Perception of Best Stadium/Arena Atmosphere

- Which team [for each applicable league] **do you think** has the best **stadium atmosphere**?

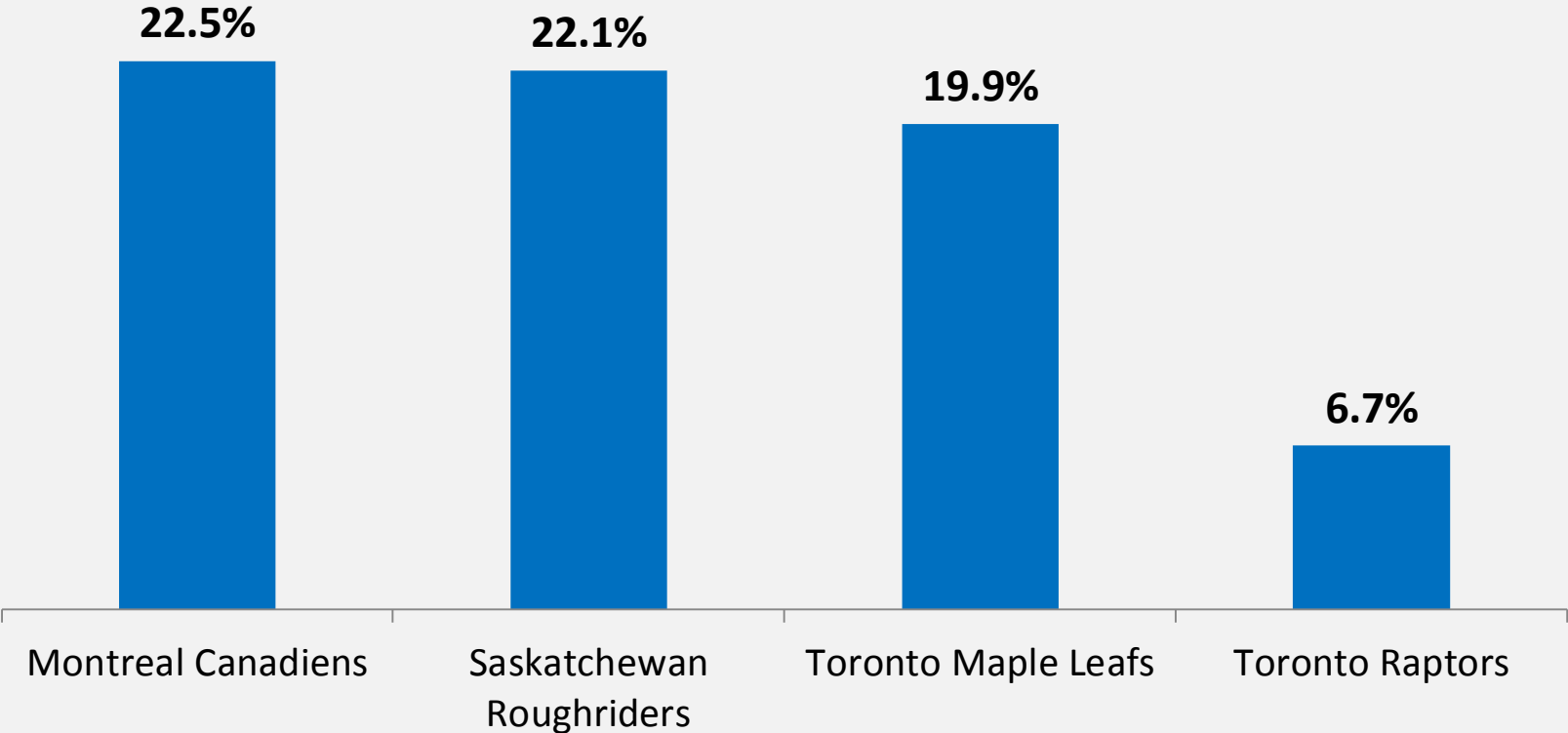
Respect - National Results



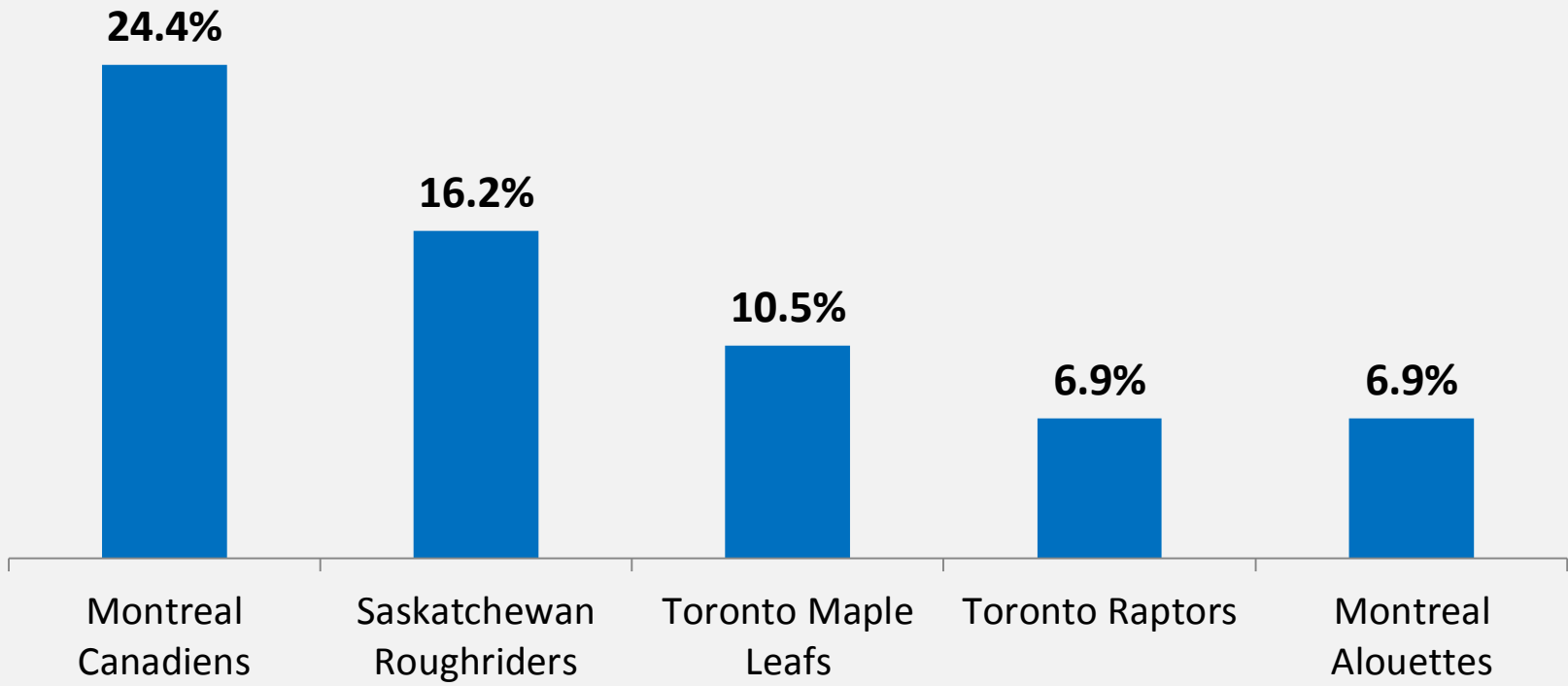
Perception of Popularity - National Results



Perception of Most Loyal Fans - National Results



Perception of Best Stadium/Arena Atmosphere - National Results



Top of Mind Recall - National Results

