



Ipsos Reid



Canadian Sports Monitor Get in the Game



The playing field of the Canadian Sports Market is home to a vast array of activities, events, products and services. Teams and businesses from all sectors – banking to biking; soft drinks to softball – come together for entertainment and promotion.

The *Canadian Sports Monitor* is your source for tapping into the market and understanding Canadian sports fans.

Key Benefits

The *Canadian Sports Monitor* is...

Comprehensive – Covers all major and emerging sports, as well as extensive product, service and media information

Insightful – Reveals emerging trends that impact entertainment and sponsorship opportunities

Flexible – Add-on features allow you to fine-tune the research to suit your specific needs

Actionable – Information is designed to help you:

- Assess market size and potential for growth
- Understand attitudes and opinions
- Identify opportunities for corporate sponsorship
- Optimize marketing and communication with key fans, customers, consumers and stakeholders
- Explore ideas for product and service development
- Answer the questions that are most relevant to your business or organization

Methodology

The survey identifies fans of key sports and sporting events, and profiles the market across a range of products, services, attitudes and opinions.

Based on 2,000 online interviews among adult Canadians, the robust sample size provides a broad view of the Canadian sports market, and allows us to drill down to the information that is most relevant to you.

As an add-on feature, sample can be boosted with any specific target group of your choosing, such as:

- Niche consumer groups
- Core fans of any sport
- Any demographic profile, including ethnic markets

2010 Study Schedule*

April – May	Subscription period
June	Interviewing
July	Reporting
To follow	Presentations: please contact Ipsos Reid

*Study schedule subject to subscriber interest.

Core Deliverables

- 2,000 interviews
- Full written report of the research findings
- Full set of data tables
- Formal presentation of study findings

Core Study Price = \$12,500

Add-on Features

- **Sample boost** – Increase sample across key groups and markets of interest
- **Custom questions** – Add your own questions to address specific needs

About Ipsos Reid

Ipsos Reid is Canada's market intelligence leader, the country's leading provider of public opinion research, and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels. Ipsos Reid's marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos Reid offers syndicated information or custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, and technology & Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, please visit www.ipsos.ca

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