Fan-Based

Top Canadian Sports Brands

August 2014
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.
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<td>Which team [for each applicable league] do you respect the most?</td>
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<td>Top of Mind Recall</td>
<td>What is the first team [for each applicable league] that pops into your mind?</td>
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<td>Perception of Popularity</td>
<td>Which team [for each applicable league] you believe is the most popular</td>
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<td>Perception of Fan Loyalty</td>
<td>Which team [for each applicable league] you think has the most loyal fans?</td>
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<td>Perception of Best Stadium/Arena Atmosphere</td>
<td>Which team [for each applicable league] you think has the best stadium atmosphere?</td>
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Respect - National Results

Montreal Canadiens: 22.6%
Saskatchewan Roughriders: 12.2%
Toronto Blue Jays: 9.1%
Montreal Alouettes: 7.5%
Perception of Popularity - National Results

- Montreal Canadiens: 20.8%
- Saskatchewan Roughriders: 16.5%
- Toronto Maple Leafs: 15.0%
- Montreal Alouettes: 7.2%
Perception of Most Loyal Fans - National Results

- Montreal Canadiens: 22.5%
- Saskatchewan Roughriders: 22.1%
- Toronto Maple Leafs: 19.9%
- Toronto Raptors: 6.7%
Perception of Best Stadium/Arena Atmosphere - National Results

- Montreal Canadiens: 24.4%
- Saskatchewan Roughriders: 16.2%
- Toronto Maple Leafs: 10.5%
- Toronto Raptors: 6.9%
- Montreal Alouettes: 6.9%
Top of Mind Recall - National Results

- Toronto Blue Jays: 19.2%
- Montreal Canadiens: 18.5%
- Toronto Maple Leafs: 14.8%
- Toronto Raptors: 12.3%