

Our Audience



180k
AVG AUDIENCE
PER ARENA



5,000 +
LOCATIONS



900M
AVAILABLE
IMPRESSIONS



54%
Women

46%
Men

92%

of arena visitors
go at least once
per week

65

is the average
number of **minutes**
spent in the arena
watching on-ice
activities.

76%

are between
25-49 years old

vs. Canadian
population at 34%
Index 2.24

63%

have a
university
education

vs. Canadian
population at 28.5%
Index 2.21

50%

are professionals,
senior managers,
or senior
executives

68%

have a household
income of
\$100,000 +

vs. Median HHI for
end of 2015 = \$70,336
Index 1.42



96%

have at least
one vehicle in
the household.

vs. Canadian population
vehicle registrations at
93% Index 1.03

70%

have two or
more vehicles in
the household

30%

are likely to buy
a vehicle in the
next 12-months



81%

own their
home

vs. Canadian population
at 66.4% Index 1.22

75%

of these
homes are
mortgaged

vs. Canadian population
at 57% Index 1.32

83%

of arena visitors
have provided
unaided recall
or a bank

51%

have RRSP
investments

vs. Canadian population
at 65.2% Index 0.78



64%

of respondents are
responsible for
grocery shopping

79%

of breakfast
cereal consumers
eat cereal at least
once a week

85%

of arena visitors
have provided
unaided recall for
a QSR brand

91%

of respondents
have high speed
internet



65%

have taken
at least one
vacation in
the last year

61%

of arena patrons have
taken a vacation trip
out of the country
within the last year

65%

of arena patrons
have taken
overnight trips
within Canada

48%

of trips taken
included
airline flights

