

**Sportsnet Viewers are:**

- 65% Male, 35% Female
- 42% of the audience is **25-54**
- 43% of the audience is **18-49**

**...Family Oriented**

- 55% are married – an index of **109** to the market
- 72% have spent money on home improvements
- 68% frequent casual/family dining restaurants
- 29% have children under the age of 12

**...Influential**

- 55% have a high-school education or higher
- 10% are Owners, Managers, Professionals
- They index at **132** for Middle and other managers

**...Affluent**

- They index at **113** household Income **\$125,000+** per year
- 47% have RRSP's – an index of **109** to the market
- They own stocks and mutual funds – indexing at **131** to the market
- They index at **115** for Government Savings Bonds
- 32% have a mortgage – an index of **106** to the market

**...Consumers**

- They are the main shopper in the household, indexing at 109% to the market
- 29% frequent bars or pubs – an index of **129** to the market
- 38% drive imports and 56% drive domestic vehicles
- They index at **173** in frequenting casinos in the past four months
- 26% go to professional sporting events – an index of **185**.
- 70% frequent fast food restaurants and 64% frequent coffee or donut shops

**...Tuned In**

- They listen to Satellite radio – indexing at **129** to the market
- An index of **111** own an MP3 player
- They own a personal computer, indexing at **109** to the market

**Sportsnet Viewers are likely to agree with the following statements:**

*Drinking is a part of my lifestyle; I am more of a spender than a saver; I have taken steps to ensure that I have sufficient income for retirement; I enjoy entertaining; I follow at least one sport during its season; Regular exercise is an important part of my life; I want to get to the very top in my career*