



Canadians might not be the sports aficionados we thought they were



Less than 50% know that Canada is hosting the Pan Am Games



Only 60% of Canadians are aware of the Women Soccer World Cup event



3 out of 4 Canadians haven't purchased any sports publications or sports related equipment in the past 6 months

27th June 2015 – While Canadians have an enduring love affair with Hockey (54% follow the game), their passion for sports seems to be rather cool. On average, Canadians follow only 2 sports *and almost 1-in-3 follows none at all.*

Although sports generally may not be a hit with all Canadians, one would think locally hosted international events would spike dormant patriotism. But, according to a TNS Canada survey deployed by Lightspeed GMI, this is not the case. Neither the FIFA Women's World Cup nor the Pan Am Games attracted the interest of more than 50% of Canadians during the period leading up to each event.

Undoubtedly, some of this has to do with lack of basic awareness. Just a week prior to the start of the FIFA Women's Soccer World Cup in Canada, only 1-in-3 Canadians spontaneously recalled the soccer tournaments, and a meagre 1-in-5 recollected the Pan Am Games as a sporting event taking place in 2015.

Results are slightly better once a cheat sheet is offered. The optimists might see this as a glass half full, with 3-in-5 indicating awareness of the 2015 Women's World Cup, and about one-half recalling the Pan Am Games! By way of comparison, a minority of Canadians(43%) claimed awareness of the Formula 1 Canada Grand Prix when prompted, even though the event has taken place annually since 1978!

In Ontario, the host province of the Pan Am Games, the results are nothing but jaw dropping – only 29% of Ontarians appear interested in following the event. In the rest of Canada, the numbers plummet further to 11% in the Atlantic Provinces, 17% in Quebec and 17% in the West. Despite the rise of digital media sources, television emerges as the

most popular medium for watching the Games among those who intend to do so (36%), followed by newspapers and digital media (tied at 12% each). As expected, the younger the followers, the more connected they are, with 20% of those 18-to-34 years following via digital media. This drops to 8% among those between 45 and 64 years of age.

Regardless of the outcome of either competition from a pure sporting standpoint, three quarters of Canadians believe that hosting international sports events represents is "a great way for other countries to discover our cities & regions" and many (46%) look forward to a celebratory atmosphere, anticipating "a great time ahead for fun & parties".

Would the party and the fun be affected by the recent saga at the FIFA top command level? A large majority believe Sep Blatter should immediately resign his leadership position (76%), while only 11% would now welcome the man in Canada during the FIFA event.

Enjoy the games, on the field, as ultimately - that is what matters!

- ENDS -

Notes to editors

About this survey

Fieldwork took place June 1-5 2015 with national sample of 975 Canadians via Online self-administered mode.

Data collection conducted by Lightspeed GMI for TNS Canada.

About TNS

TNS advises clients on specific growth strategies as they relate to brands, communications, innovation, shopper experience and employee relationships, TNS employs long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

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Lightspeed GMI is an award-winning global digital data collection enterprise. Founded in 1996, its innovative technology and proven sampling methodologies deliver operational excellence throughout the online research process. With more than 5.5 million online research respondents in 40+ countries, Lightspeed GMI's proprietary panels deliver unparalleled quality, capacity and targeting.

Headquartered in Warren, New Jersey, Lightspeed GMI is part of Kantar, the data investment management division of WPP, the world leader in marketing communication services. For more information, visit www.lightspeedgmi.com

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