



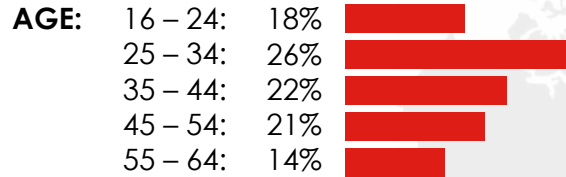
CANADA ICE HOCKEY OBSESSED FANS.



Ice Hockey Obsessed Fans

DEMOGRAPHICS

MARKET POTENTIAL: 3.5mil



GENDER: 70% Male

The biggest age group for Ice Hockey Obsessed Fans is age 25-34. They also have the highest propensity to be Ice Hockey Obsessed Fans.

LOCAL REGIONS

| | | |
|----------------|-----|-------|
| Ontario | 39% | 96ix |
| Quebec | 27% | 90ix |
| Alberta | 21% | 120ix |

Ontario and Quebec have the highest number of Ice Hockey Obsessed Fans, however they have a lower tendency than the general population to be Ice Hockey Obsessed Fans.

TOP MUSIC GENRES



HARD ROCK
COUNTRY
ALTERNATIVE ROCK
00s MUSIC
ROCK

Ice Hockey Obsessed Fans have a preference for Rock Genres. They also like to listen to Country.

AUDIO CONSUMPTION PREFERENCES

66% listen to **TRADITIONAL RADIO**
51% **STREAM MUSIC**



Traditional Radio is the highest reaching audio channel for Ice Hockey Obsessed Fans. They also have a higher propensity than the general population to listen to traditional radio.

INTERACTION TYPE

91% **WATCH ON TV**

61% **ATTEND IN PERSON**

AP DNA SEGMENT OVERLAP



Sports Obsessed



DIY Dads



Golf Fans



E-Sports Fans



Metro Man