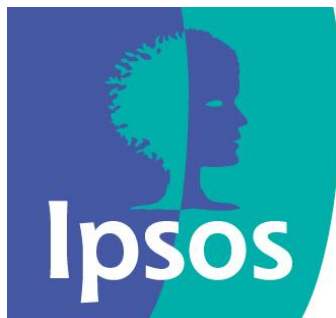


# CSGA Collaborates with Ipsos Reid for Sporting Goods Insights

*New Partnership to Provide Greater Value to CSGA Members*

**Public Release Date: Monday, July 28, 2014, 6:00 AM EDT**



*Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.*

*With offices in 86 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 billion (2 274 M\$) in 2013.*

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**Toronto, ON** – Staying ahead of the game in the sporting goods industry just got a bit easier, thanks to a strategic partnership between Ipsos Reid, Canada's largest survey-based market research firm, and the Canadian Sporting Goods Association (CSGA). The new partnership will provide CSGA members with access to an extensive range of insights on the sporting goods industry, including equipment, clothing, footwear, and fitness participation.

Ipsos Reid will work closely with the CSGA to explore new and evolving trends in the sporting goods industry, providing the most current information on equipment and sports and fitness participation. Based on ongoing proprietary consumer surveys, standard category reports will be updated every quarter. The reports will feature key facts including market size and growth, trended retailer and brand shares, segment and feature-set importance, as well as reasons why consumers choose a brand or retailer. In addition to standard reports, Ipsos Reid will also conduct more in-depth, specialized reports for members to provide a deeper understanding of the marketplace. *"This is a very exciting opportunity to join forces with the CSGA, an association that is recognized for its diverse and vast network of industry experts. We look forward to bringing our innovative resources and seasoned researchers to the partnership, with the goal of advancing the knowledge of members through a better understanding of their industry,"* says Adrian Murphy, Vice President with Ipsos Reid.



CSGA is pleased to provide the Canadian sporting goods industry with sought after market research encompassing all sports activities and sport participation in Canada. CSGA selected Ipsos Reid as its new research partner for their ability to be able to reach into Canadian households on a regular consistent basis, and deliver a reliable and affordable library of industry market information. *"We are thrilled to partner with Ipsos, and deliver to our industry an engaged reliable market information resource that is in high demand,"* says Julian Savory, President and CEO of the CSGA.

The CSGA and Ipsos Reid market information page, available August 2014, can be found at <http://csga.ca/market-info/> .

### **About Ipsos**

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## **About CSGA**

The Canadian Sporting Goods Association (CSGA) is a not for profit industry trade association established in 1945. The CSGA serves as the 'hub' for the industry bringing together suppliers, retailers, service providers, amateur sports associations, educational institutions, and government, creating the synergy and voice the industry needs to prosper. Recently re-launched, the CSGA provides Canada's only online sporting goods industry directory containing over 9,700 business listings, CSGA Weekly industry news brief, job marketplace, advertising marketing services, preferred reciprocal corporate member benefit savings programs, and industry market research information services.

Visit <http://csga.ca/> for more information.

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