

---

# Real Estate Market Statistics

---

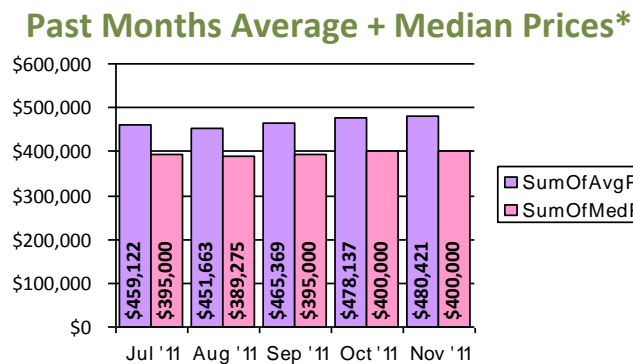
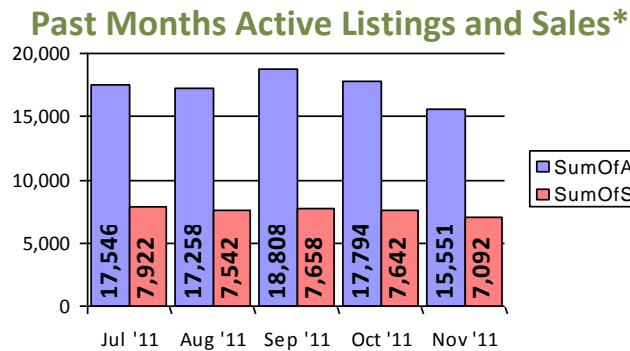
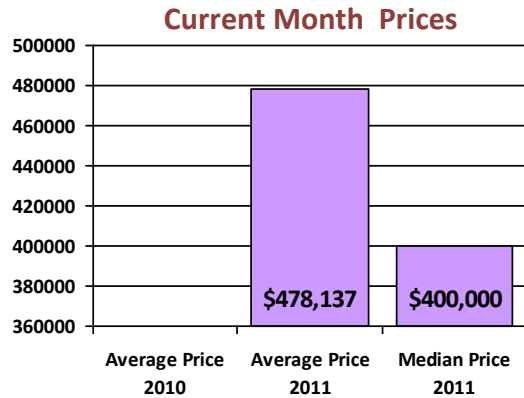
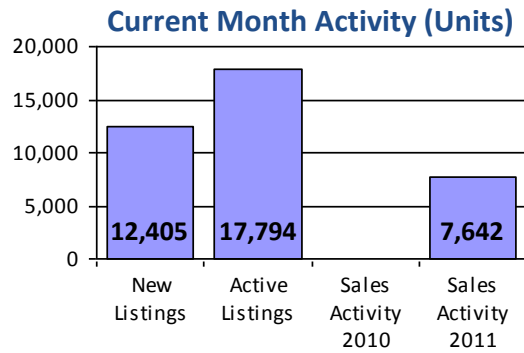


Ralph Evans, Sales Representative  
RE/MAX Professionals Inc., Brokerage

[www.RealEstateHelpDesk.ca](http://www.RealEstateHelpDesk.ca)

# Market Statistics - TREB Total

November, 2011



**RE/MAX  
Professionals  
Inc.**

www.remaxprofessionals.ca

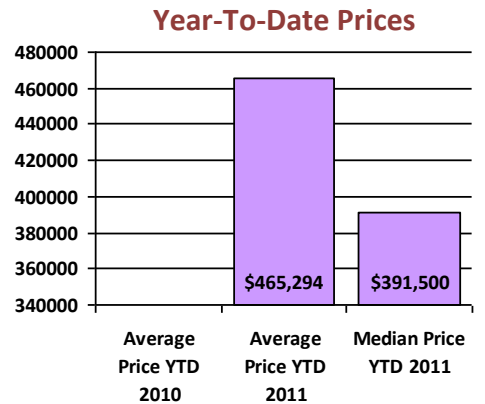
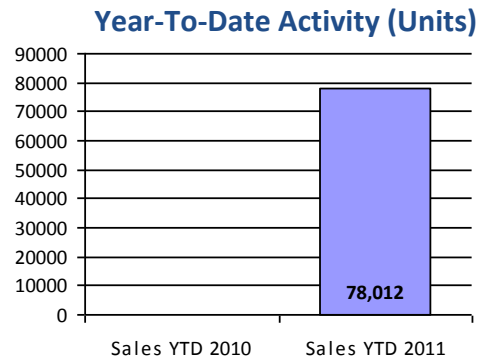


Monthly Solds as a %  
of Monthly Actives

**42.95%**

Inventory in Months at  
Current Sold Level

**1.6**



### Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
		25
Sales volume for YTD	Sale price as a percent of list price	
\$36,298,500,740	99%	

### Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
		26
Sales volume for month	Sale price as a percent of list price	
\$3,653,921,066	98%	

**RE/MAX  
Professionals  
Inc. is one of the  
top 8 real estate  
brokerages in  
REMAX.\***



\*TREB service areas changed recently making some historical comparisons less reliable.

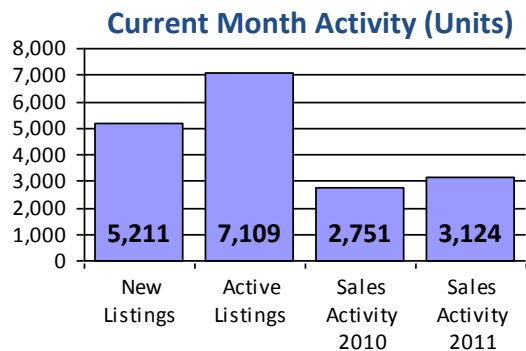
RE/MAX Professionals Inc. has a long history of working with buyers and sellers in REMAX for years.

For Internal Use Only Source: Toronto Real Estate Board  
The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

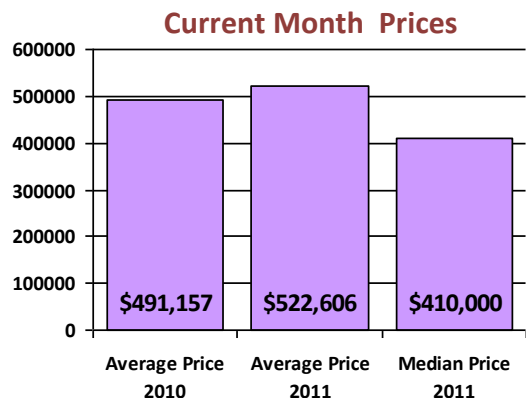
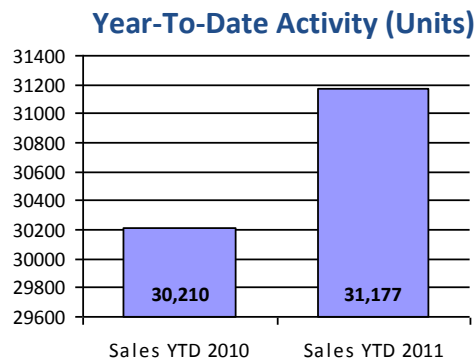
\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

# Market Statistics - City of Toronto Total

November, 2011



**RE/MAX  
Professionals  
Inc.**  
www.remaxprofessionals.ca

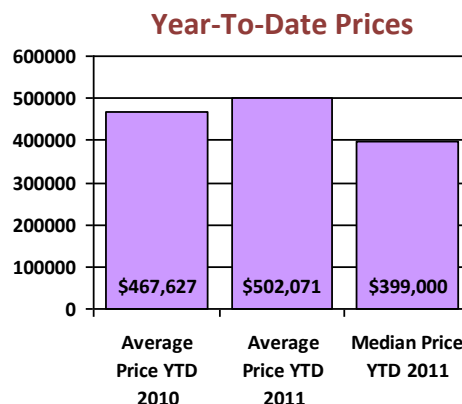


Monthly Solds as a %  
of Monthly Actives

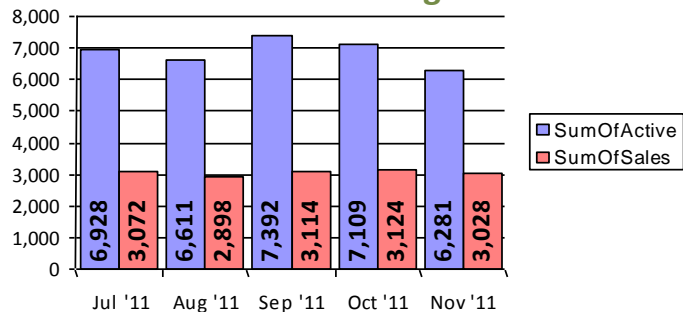
**43.94%**

Inventory in Months at  
Current Sold Level

**1.7**



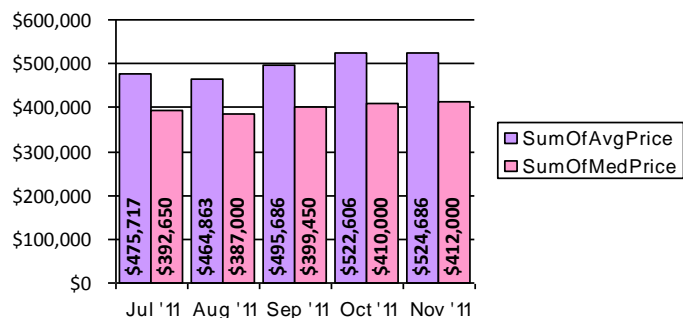
## Past Months Active Listings and Sales\*



## Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
3.20%	7.37%	24
Sales volume for YTD	Sale price as a percent of list price	
\$15,653,070,617	100%	

## Past Months Average + Median Prices\*



## Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
13.56%	6.40%	23
Sales volume for month	Sale price as a percent of list price	
\$1,632,621,956	99%	

\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in City of Toronto Total for years.

**RE/MAX  
Professionals  
Inc. is one of the  
top 9 real estate  
brokerages in  
City of Toronto  
Total.\***

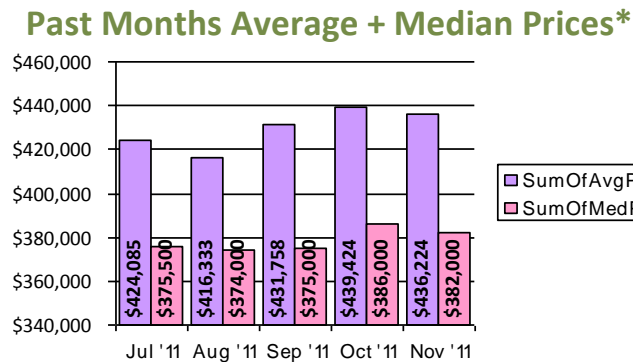
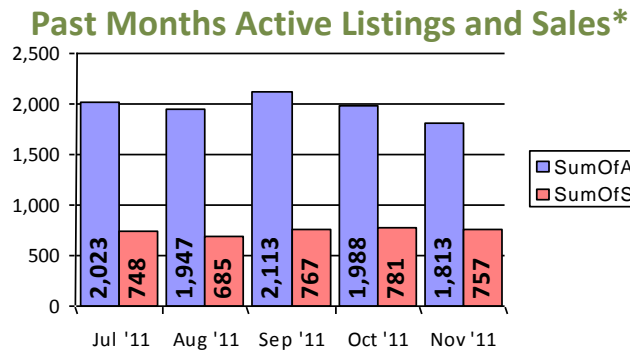
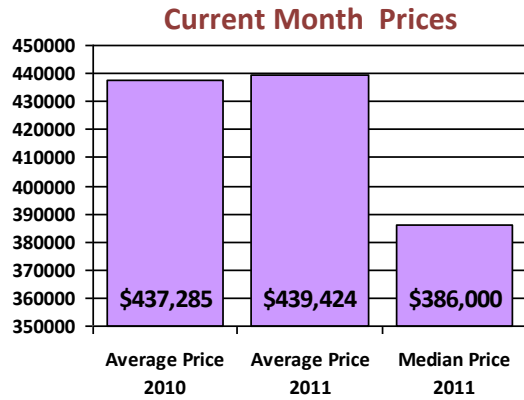
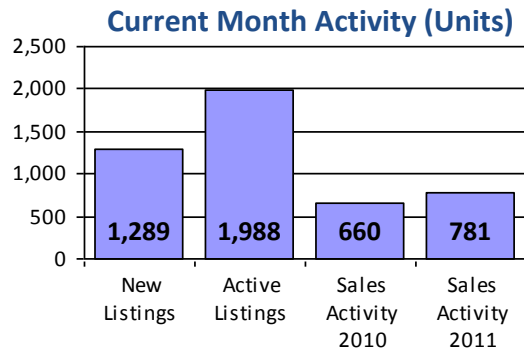


For Internal Use Only Source: Toronto Real Estate Board  
The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

# Market Statistics - Toronto West

November, 2011



\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto West for years.

For Internal Use Only Source: Toronto Real Estate Board  
The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

**RE/MAX Professionals Inc.**

www.remaxprofessionals.ca

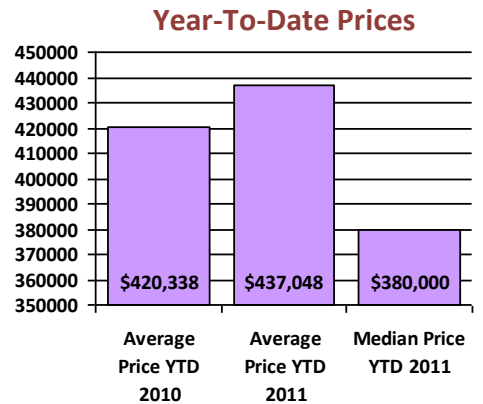
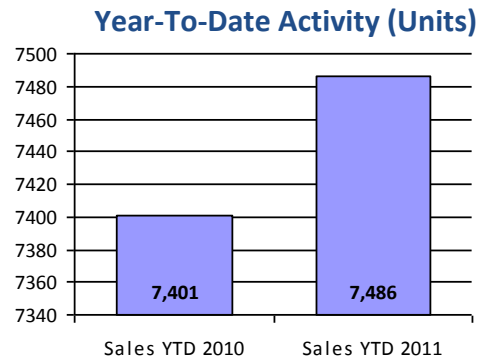


Monthly Solds as a % of Monthly Actives

**39.29%**

Inventory in Months at Current Sold Level

**1.7**



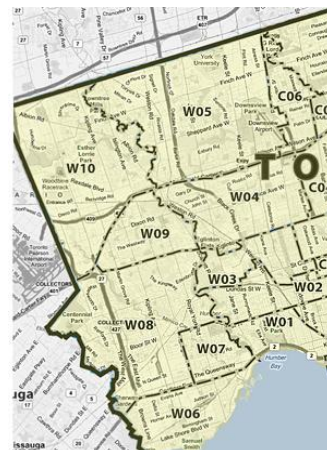
## Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
1.15%	3.98%	27
Sales volume for YTD		Sale price as a percent of list price
\$3,271,742,145		99%

## Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
18.33%	0.49%	26
Sales volume for month		Sale price as a percent of list price
\$343,190,113		99%

**RE/MAX Professionals Inc. is one of the top 2 real estate brokerages in Toronto West.\***

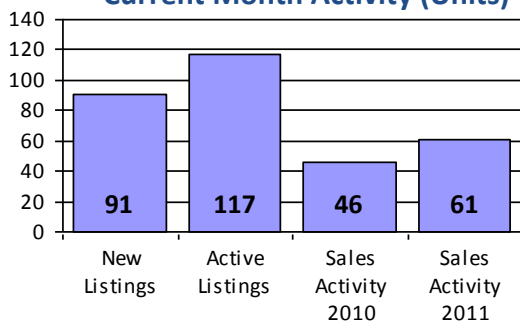


\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

# Market Statistics - W01

November, 2011

## Current Month Activity (Units)

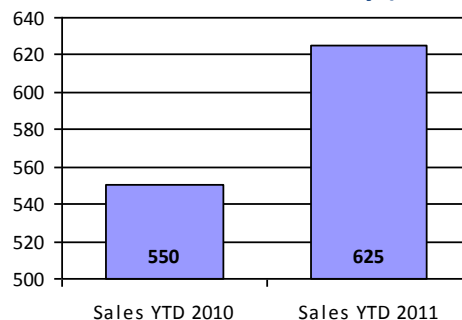


**RE/MAX  
Professionals  
Inc.**

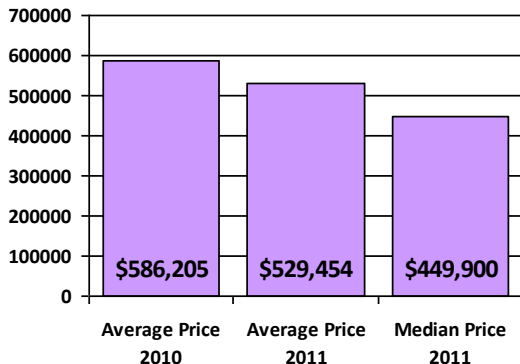
www.remaxprofessionals.ca



## Year-To-Date Activity (Units)



## Current Month Prices



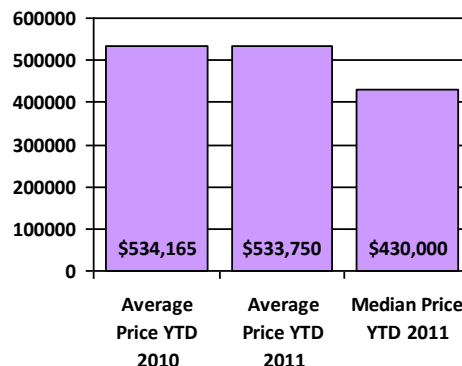
Monthly Solds as a %  
of Monthly Actives

**52.14%**

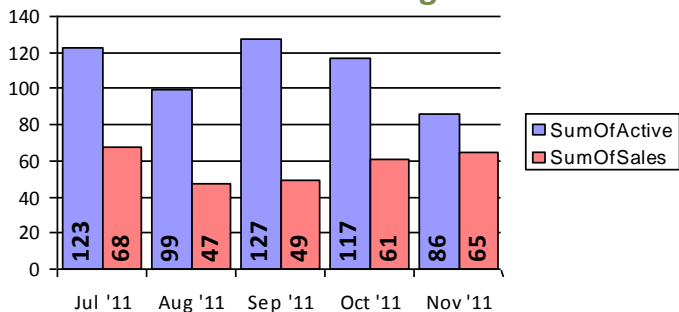
Inventory in Months at  
Current Sold Level

**1.5**

## Year-To-Date Prices



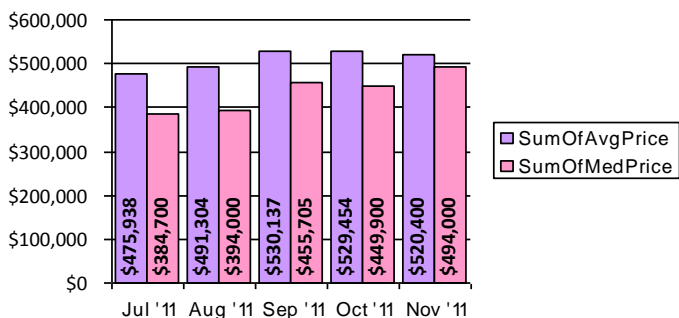
## Past Months Active Listings and Sales\*



## Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
13.64%	-0.08%	21
Sales volume for YTD		Sale price as a percent of list price
\$333,593,440		102%

## Past Months Average + Median Prices\*



## Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
32.61%	-9.68%	23
Sales volume for month		Sale price as a percent of list price
\$32,296,700		100%

**RE/MAX  
Professionals  
Inc. is one of the  
top 5 real estate  
brokerages in  
Toronto W01.\***



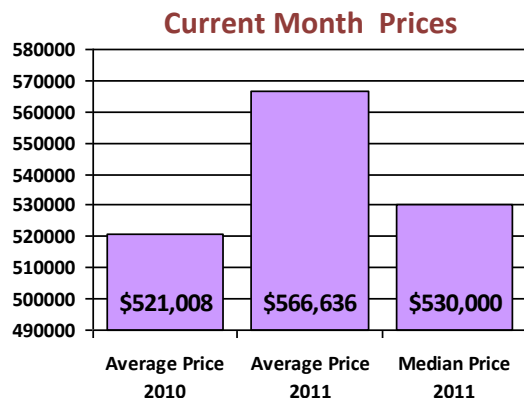
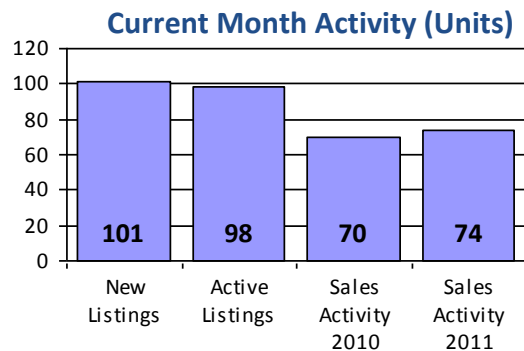
\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto W01 for years.

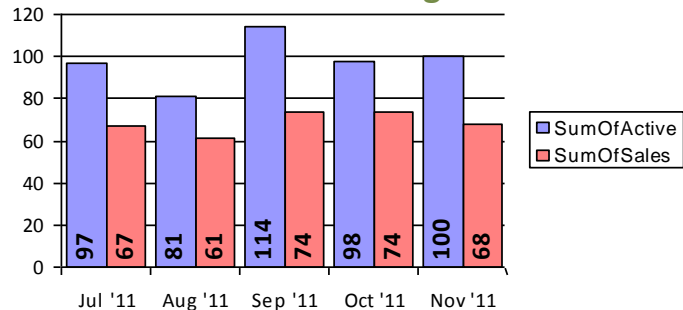
For Internal Use Only Source: Toronto Real Estate Board

The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

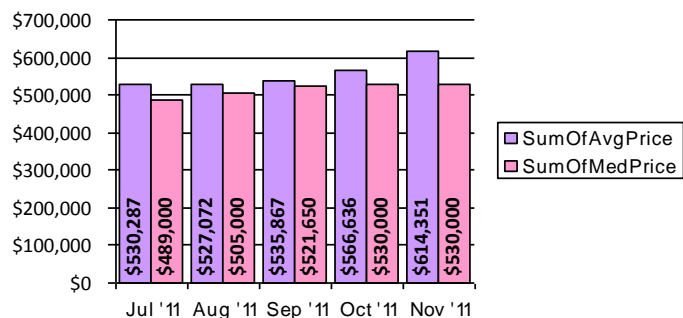
\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.



### Past Months Active Listings and Sales\*



### Past Months Average + Median Prices\*



**RE/MAX  
Professionals  
Inc.**  
www.remaxprofessionals.ca

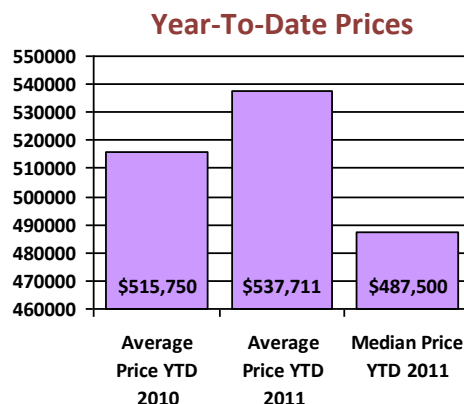
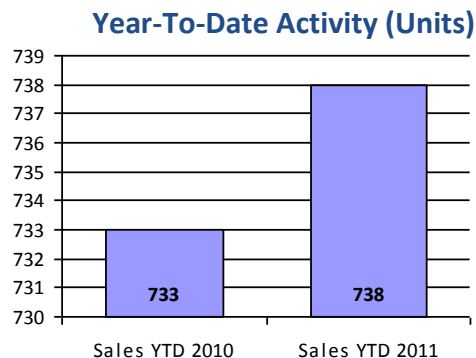


Monthly Solds as a %  
of Monthly Actives

**75.51%**

Inventory in Months at  
Current Sold Level

**1.4**



### Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
0.68%	4.26%	17
Sales volume for YTD	Sale price as a percent of list price	
\$396,830,723	102%	

### Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
5.71%	8.76%	14
Sales volume for month	Sale price as a percent of list price	
\$41,931,077	102%	

**RE/MAX  
Professionals  
Inc. is one of the  
top 6 real estate  
brokerages in  
Toronto W02.\***



\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto W02 for years.

For Internal Use Only Source: Toronto Real Estate Board  
The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

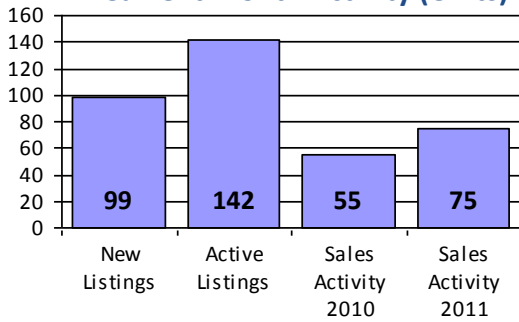
\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

## RE/MAX Professionals Inc.

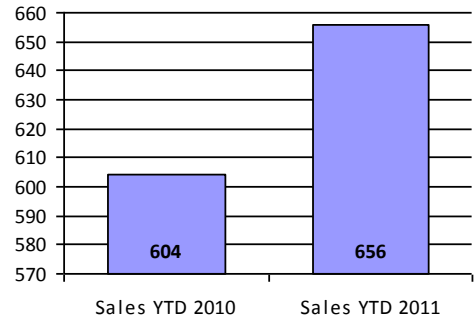
www.remaxprofessionals.ca



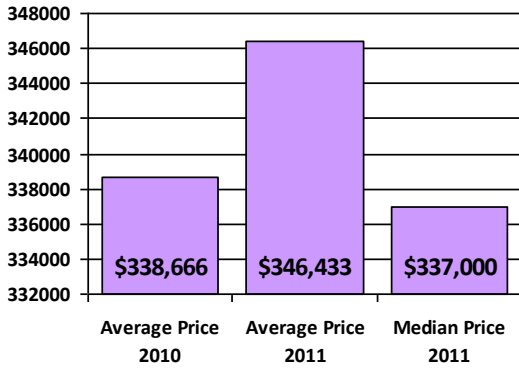
### Current Month Activity (Units)



### Year-To-Date Activity (Units)



### Current Month Prices



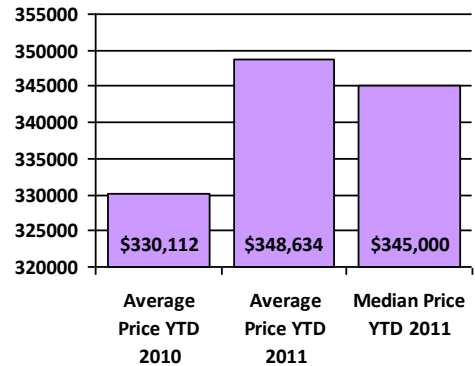
### Monthly Solds as a % of Monthly Actives

# 52.82%

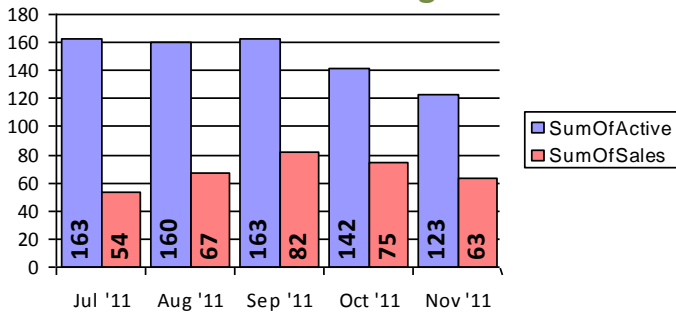
### Inventory in Months at Current Sold Level

# 1.3

### Year-To-Date Prices



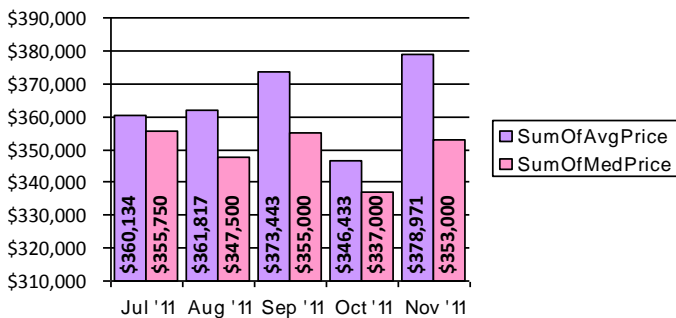
### Past Months Active Listings and Sales\*



### Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
8.61%	5.61%	25
Sales volume for YTD		Sale price as a percent of list price
\$228,703,672		99%

### Past Months Average + Median Prices\*



### Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
36.36%	2.29%	22
Sales volume for month		Sale price as a percent of list price
\$25,982,450		99%

**RE/MAX Professionals Inc. is one of the top 7 real estate brokerages in Toronto W03.\***



\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto W03 for years.

For Internal Use Only Source: Toronto Real Estate Board

The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

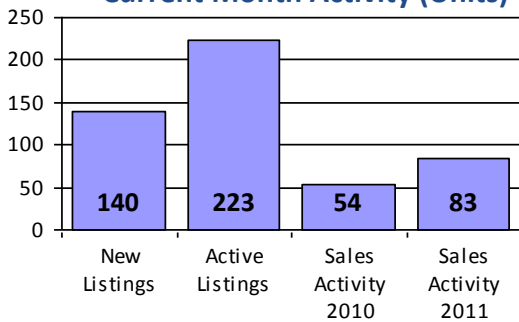
\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

**RE/MAX  
Professionals  
Inc.**

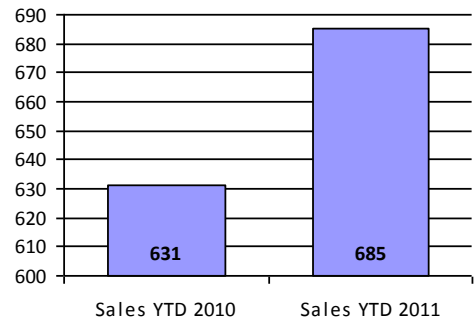
www.remaxprofessionals.ca



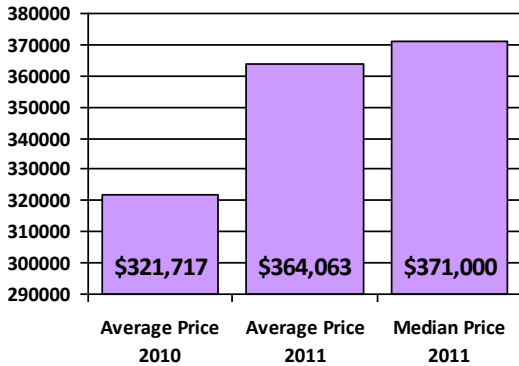
**Current Month Activity (Units)**



**Year-To-Date Activity (Units)**



**Current Month Prices**



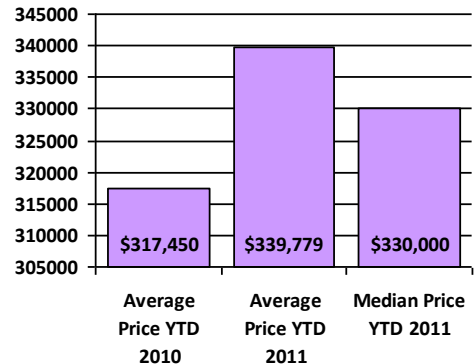
**Monthly Solds as a %  
of Monthly Actives**

**37.22%**

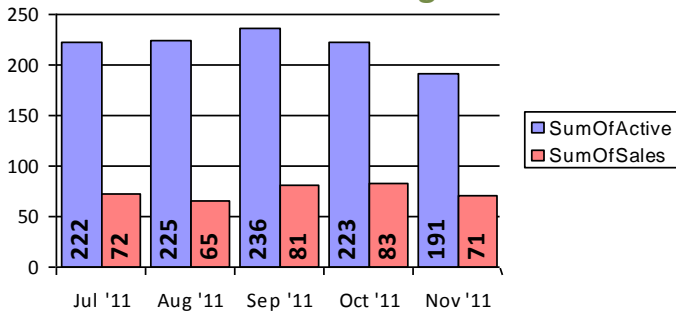
**Inventory in Months at  
Current Sold Level**

**1.7**

**Year-To-Date Prices**



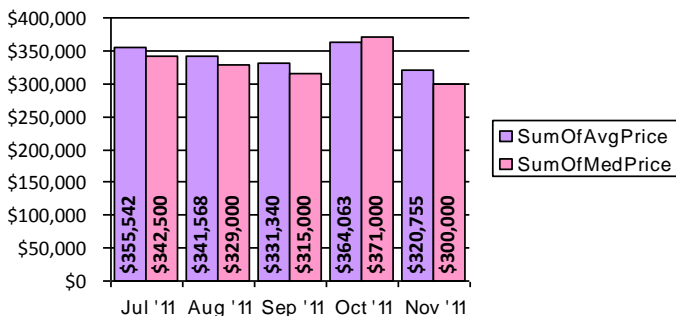
**Past Months Active Listings and Sales\***



**Year-To-Date (YTD) Numbers**

Change in sales activity year over year	Change in average price year over year	Days on market
8.56%	7.03%	32
Sales volume for YTD		Sale price as a percent of list price
\$232,748,798		98%

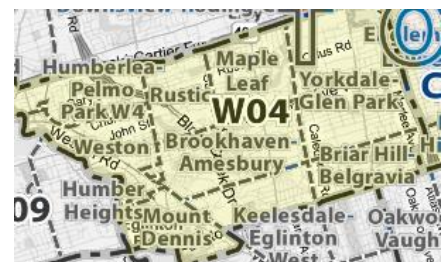
**Past Months Average + Median Prices\***



**Monthly Numbers**

Change in sales activity year over year	Change in average price year over year	Days on market
53.70%	13.16%	30
Sales volume for month		Sale price as a percent of list price
\$30,217,189		97%

**RE/MAX  
Professionals  
Inc. is one of the  
top 10 real  
estate  
brokerages in  
Toronto West.\***



**\*TREB service areas changed recently making some historical comparisons less reliable.**

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto West for years.

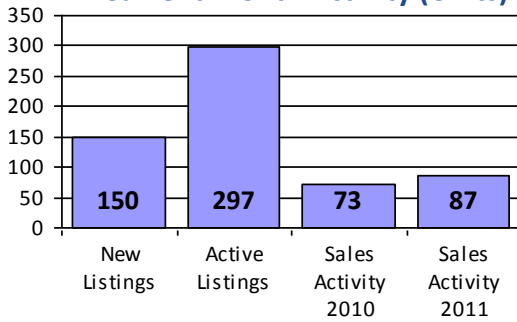
For Internal Use Only Source: Toronto Real Estate Board  
The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

# Market Statistics - W05

November, 2011

## Current Month Activity (Units)

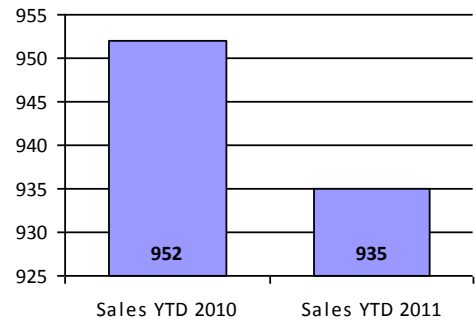


**RE/MAX  
Professionals  
Inc.**

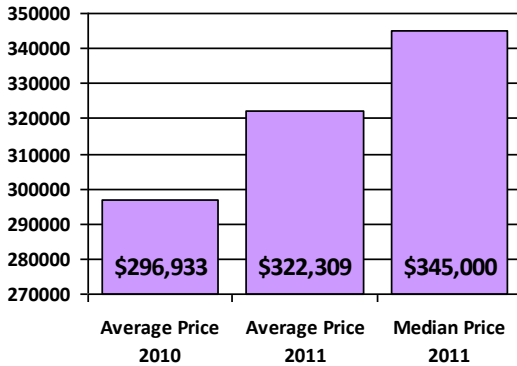
www.remaxprofessionals.ca



## Year-To-Date Activity (Units)



## Current Month Prices



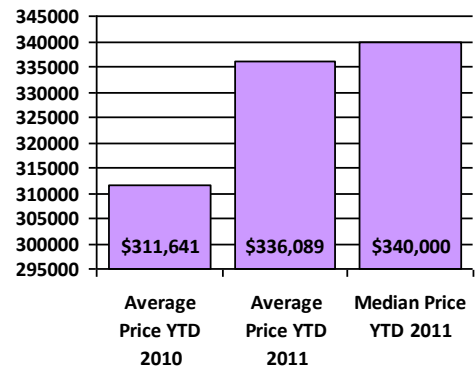
Monthly Solds as a %  
of Monthly Actives

**29.29%**

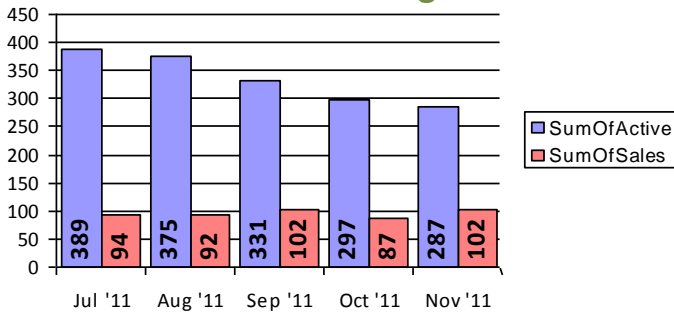
Inventory in Months at  
Current Sold Level

**1.7**

## Year-To-Date Prices



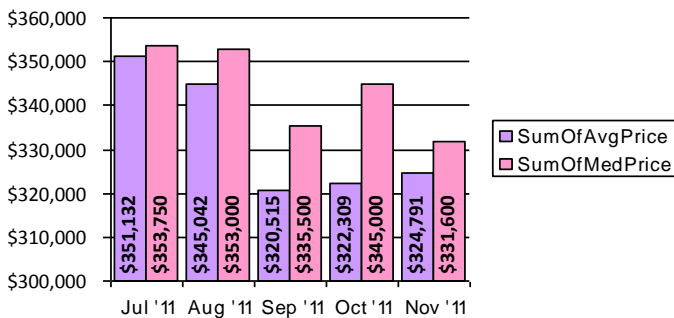
## Past Months Active Listings and Sales\*



## Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
-1.79%	7.84%	35
Sales volume for YTD	Sale price as a percent of list price	
\$314,242,936	97%	

## Past Months Average + Median Prices\*



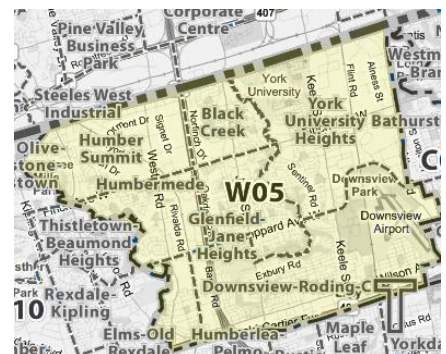
## Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
19.18%	8.55%	38
Sales volume for month	Sale price as a percent of list price	
\$28,040,900	97%	

\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto West for years.

**RE/MAX  
Professionals  
Inc. is one of the  
top 10 real  
estate  
brokerages in  
Toronto West.\***

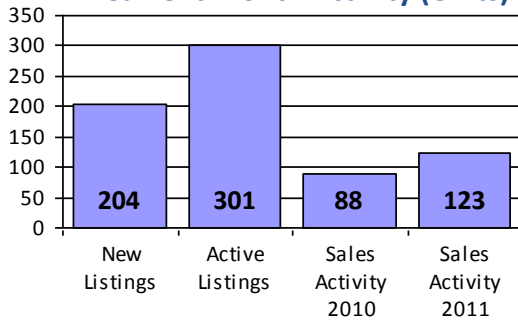


For Internal Use Only Source: Toronto Real Estate Board

The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

## Current Month Activity (Units)

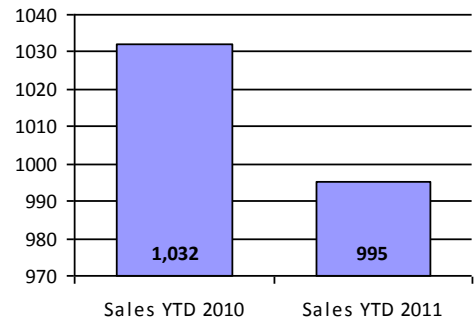


**RE/MAX  
Professionals  
Inc.**

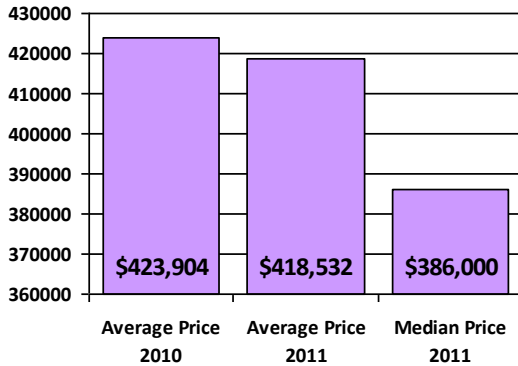
www.remaxprofessionals.ca



## Year-To-Date Activity (Units)



## Current Month Prices



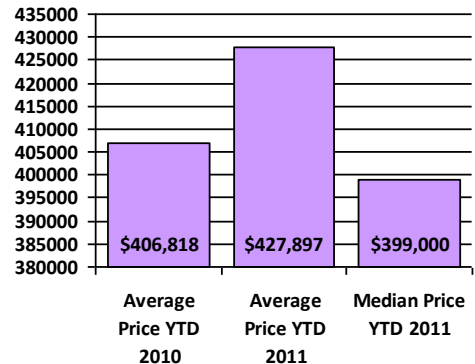
Monthly Solds as a %  
of Monthly Actives

**40.86%**

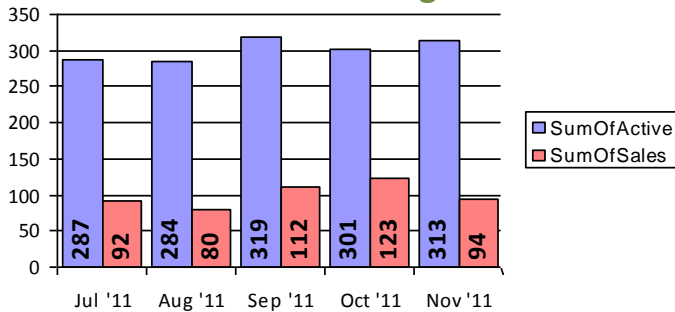
Inventory in Months at  
Current Sold Level

**1.7**

## Year-To-Date Prices



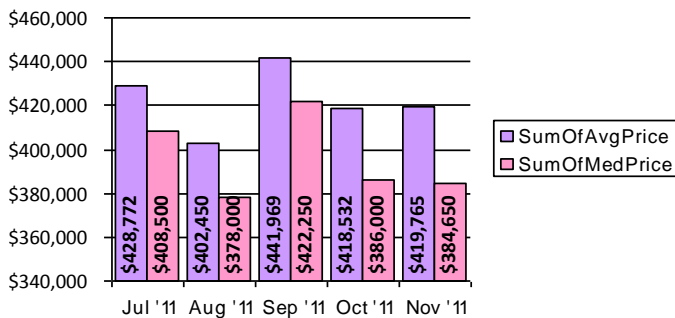
## Past Months Active Listings and Sales\*



## Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
-3.59%	5.18%	28
Sales volume for YTD		Sale price as a percent of list price
\$425,757,032		99%

## Past Months Average + Median Prices\*



## Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
39.77%	-1.27%	29
Sales volume for month		Sale price as a percent of list price
\$51,479,486		99%

**RE/MAX  
Professionals  
Inc. is one of the  
top 2 real estate  
brokerages in  
Toronto W06.\***



\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto W06 for years.

For Internal Use Only Source: Toronto Real Estate Board

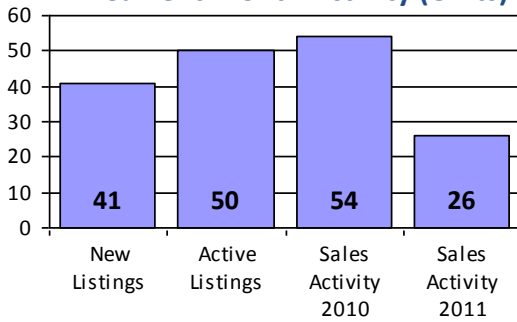
The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

# Market Statistics - W07

November, 2011

## Current Month Activity (Units)

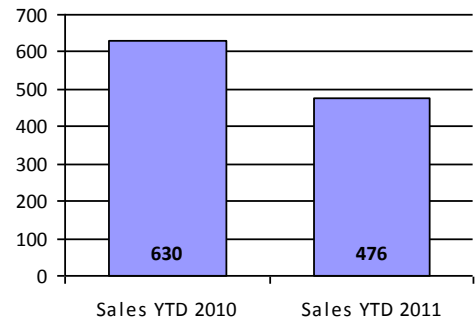


**RE/MAX  
Professionals  
Inc.**

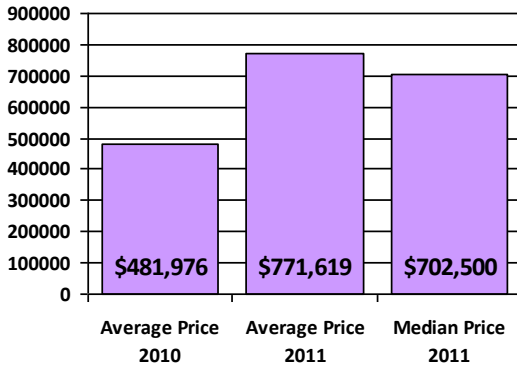
www.remaxprofessionals.ca



## Year-To-Date Activity (Units)



## Current Month Prices



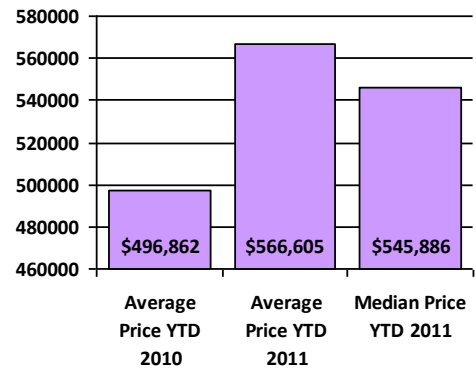
Monthly Solds as a %  
of Monthly Actives

**52.00%**

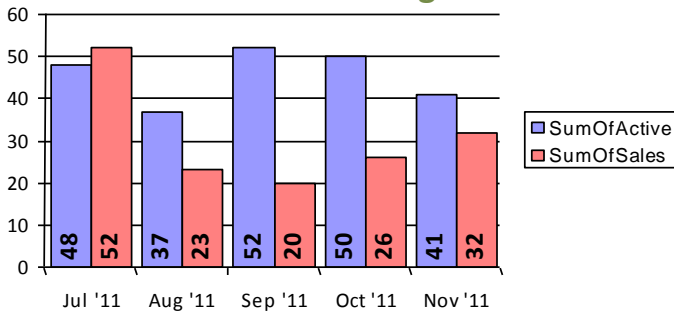
Inventory in Months at  
Current Sold Level

**1.6**

## Year-To-Date Prices



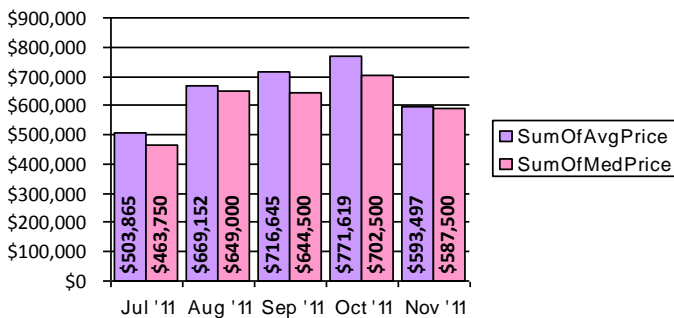
## Past Months Active Listings and Sales\*



## Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
	14.04%	22
Sales volume for YTD	Sale price as a percent of list price	
\$269,704,100	100%	

## Past Months Average + Median Prices\*



## Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
		16
Sales volume for month	Sale price as a percent of list price	
\$20,062,100	100%	

\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto W07 for years.

**RE/MAX  
Professionals  
Inc. is one of the  
top 2 real estate  
brokerages in  
Toronto W07.\***

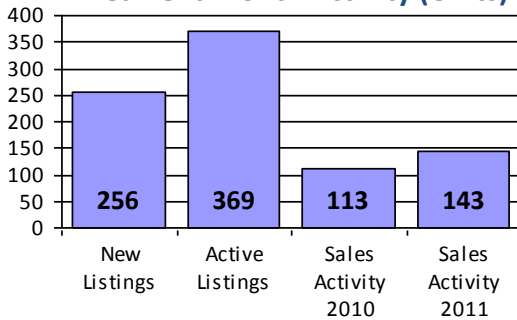


For Internal Use Only Source: Toronto Real Estate Board

The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

## Current Month Activity (Units)

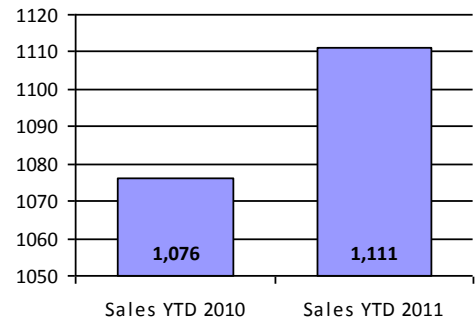


**RE/MAX  
Professionals  
Inc.**

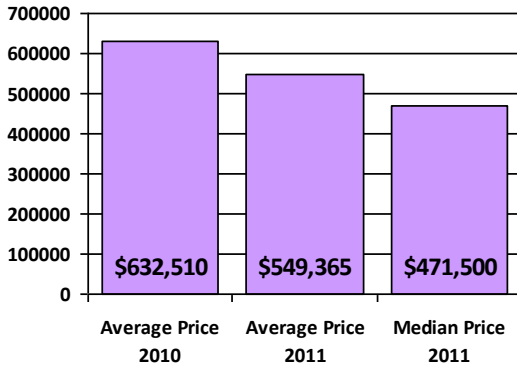
www.remaxprofessionals.ca



## Year-To-Date Activity (Units)



## Current Month Prices



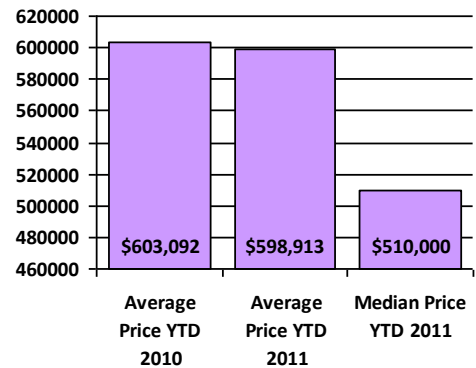
Monthly Solds as a %  
of Monthly Actives

**38.75%**

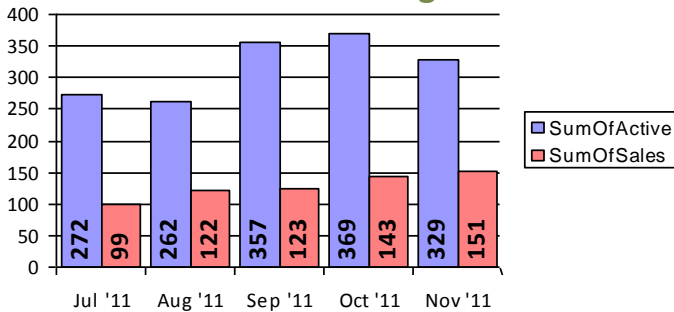
Inventory in Months at  
Current Sold Level

**1.8**

## Year-To-Date Prices



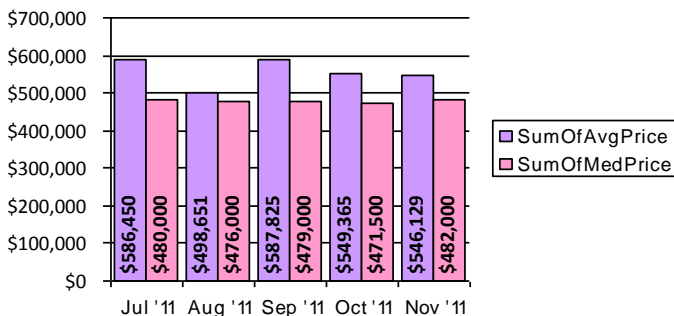
## Past Months Active Listings and Sales\*



## Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
3.25%	-0.69%	24
Sales volume for YTD		Sale price as a percent of list price
\$665,392,538		99%

## Past Months Average + Median Prices\*



## Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
26.55%	-13.15%	22
Sales volume for month		Sale price as a percent of list price
\$78,559,250		99%

\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto W08 for years.

**RE/MAX  
Professionals  
Inc. is one of the  
top 1 real estate  
brokerages in  
Toronto W08.\***



For Internal Use Only Source: Toronto Real Estate Board  
The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

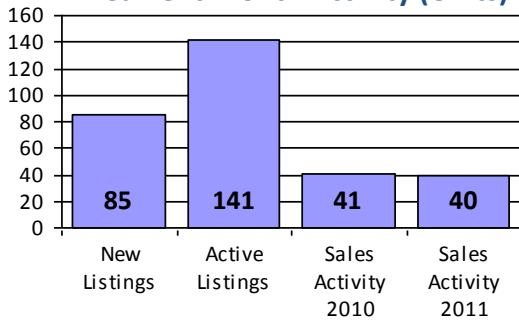
\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

**RE/MAX  
Professionals  
Inc.**

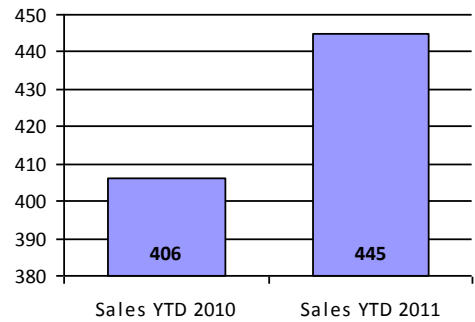
www.remaxprofessionals.ca



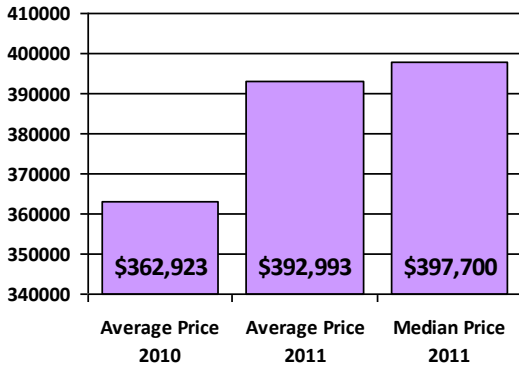
**Current Month Activity (Units)**



**Year-To-Date Activity (Units)**



**Current Month Prices**



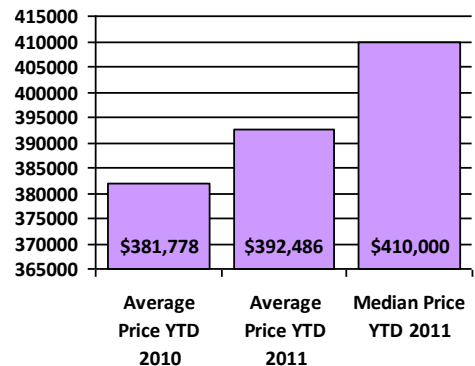
**Monthly Solds as a %  
of Monthly Actives**

**28.37%**

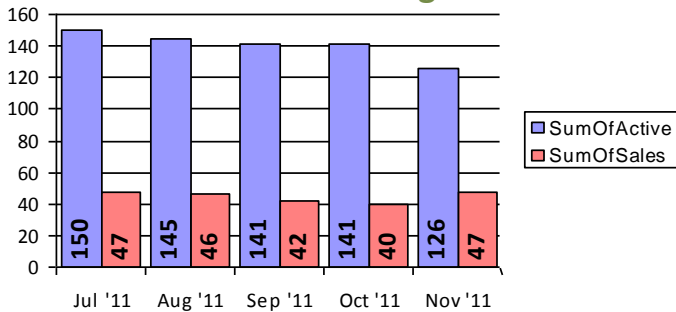
**Inventory in Months at  
Current Sold Level**

**2.1**

**Year-To-Date Prices**



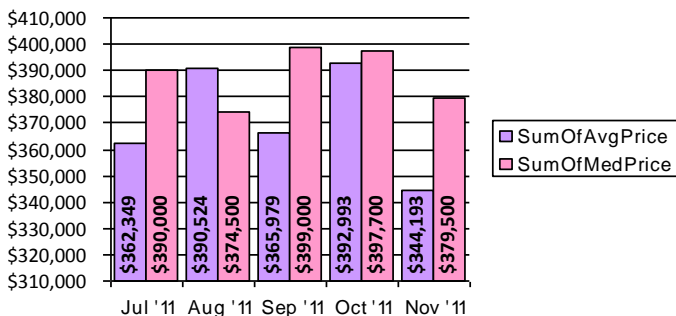
**Past Months Active Listings and Sales\***



**Year-To-Date (YTD) Numbers**

Change in sales activity year over year	Change in average price year over year	Days on market
9.61%	2.80%	34
Sales volume for YTD	Sale price as a percent of list price	
\$174,656,191	99%	

**Past Months Average + Median Prices\***



**Monthly Numbers**

Change in sales activity year over year	Change in average price year over year	Days on market
-2.44%	8.29%	31
Sales volume for month	Sale price as a percent of list price	
\$15,719,700	99%	

**RE/MAX  
Professionals  
Inc. is one of the  
top 1 real estate  
brokerages in  
Toronto W09.\***



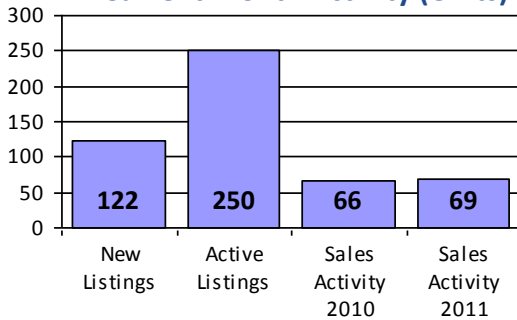
**\*TREB service areas changed recently making some historical comparisons less reliable.**

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Toronto W09 for years.

For Internal Use Only Source: Toronto Real Estate Board  
The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.

## Current Month Activity (Units)

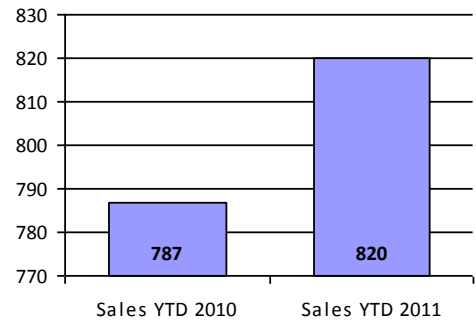


**RE/MAX  
Professionals  
Inc.**

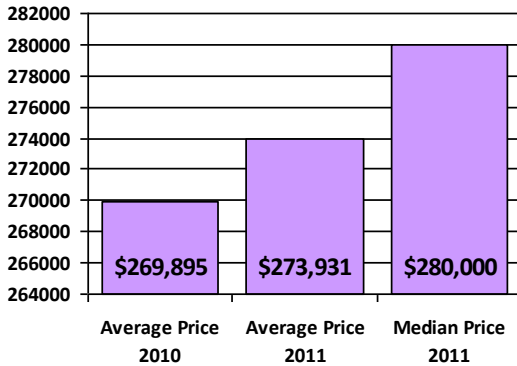
www.remaxprofessionals.ca



## Year-To-Date Activity (Units)



## Current Month Prices



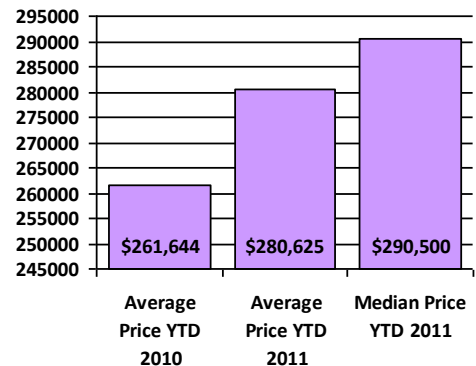
Monthly Solds as a %  
of Monthly Actives

**27.60%**

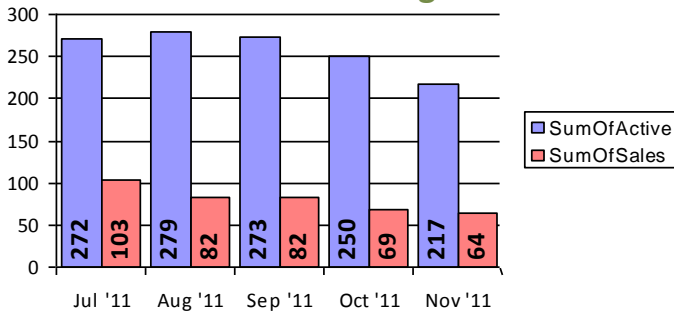
Inventory in Months at  
Current Sold Level

**1.8**

## Year-To-Date Prices



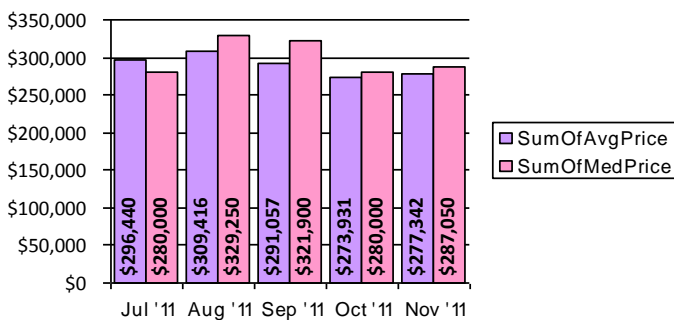
## Past Months Active Listings and Sales\*



## Year-To-Date (YTD) Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
4.19%	7.25%	31
Sales volume for YTD	Sale price as a percent of list price	
\$230,112,715	97%	

## Past Months Average + Median Prices\*



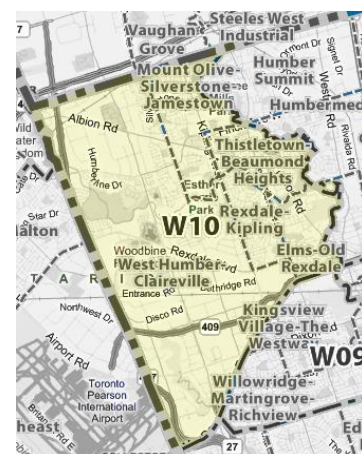
## Monthly Numbers

Change in sales activity year over year	Change in average price year over year	Days on market
4.55%	1.50%	30
Sales volume for month	Sale price as a percent of list price	
\$18,901,261	97%	

\*TREB service areas changed recently making some historical comparisons less reliable.

RE/MAX Professionals Inc. has a long history of working with buyers and sellers in Etobicoke for years.

**RE/MAX  
Professionals  
Inc. is one of the  
top 10 real  
estate  
brokerages in  
Etobicoke.\***



For Internal Use Only Source: Toronto Real Estate Board

The information provided in this report is for informational and educational purposes only. RE/MAX Professionals Inc. and the Toronto Real Estate Board (TREB) make no warranty of any kind, either express or implied, regarding the quality, accuracy or validity of the data and information herein.

\*RE/MAX Professionals Inc. performance as calculated with 3rd party reporting data by listing transactions in either units or volume, or selling transactions in either units or volume, for the time year to date period represented or immediately preceding the represented period due to data availability for a specified Toronto Real Estate Board trading area. Source: 3rd party reporting data which is not responsible for the use or dissemination of its data.