

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
<b>Sample Size</b>	1544	209	169	108	142	493	320	103	737	803	437	534	574	208	254	275	227	277	298	484	483	389	639	487	418

QP1. [Top2box] How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
NHL	37%	37%	36%	32%	49%	38%	37%	35%	48%	28%	32%	40%	40%	44%	48%	51%	22%	32%	29%	30%	40%	45%	39%	38%	35%
CFL	18%	21%	23%	46%	39%	13%	17%	5%	25%	11%	9%	18%	24%	14%	23%	35%	25%	4%	13%	14%	15%	20%	19%	19%	15%
NFL	18%	17%	13%	27%	18%	18%	19%	16%	27%	9%	13%	20%	22%	27%	30%	4%	13%	9%	15%	19%	22%	18%	18%	18%	
MLB	19%	15%	13%	19%	12%	27%	11%	24%	25%	14%	13%	20%	22%	20%	26%	28%	8%	15%	17%	15%	22%	22%	20%	18%	19%
NBA	9%	8%	4%	8%	9%	11%	8%	9%	11%	7%	10%	11%	6%	14%	14%	6%	7%	8%	5%	8%	10%	10%	8%	9%	10%
MLS	8%	9%	3%	4%	1%	9%	10%	4%	9%	7%	8%	9%	7%	10%	12%	7%	7%	6%	7%	8%	10%	8%	7%	9%	

QP1. [Bottom2box] How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
NHL	63%	63%	64%	68%	51%	62%	63%	65%	52%	72%	68%	60%	60%	56%	52%	49%	78%	68%	71%	70%	60%	55%	61%	62%	65%
CFL	82%	79%	77%	54%	61%	87%	83%	95%	75%	89%	91%	82%	76%	86%	77%	65%	96%	87%	86%	85%	80%	81%	81%	82%	85%
NFL	82%	83%	87%	73%	82%	82%	81%	84%	73%	91%	87%	80%	80%	78%	73%	70%	96%	87%	91%	85%	81%	78%	82%	82%	82%
MLB	81%	85%	87%	81%	88%	73%	89%	76%	75%	86%	87%	80%	78%	80%	74%	72%	92%	85%	83%	85%	78%	78%	80%	82%	81%
NBA	91%	92%	96%	92%	91%	89%	92%	91%	89%	93%	90%	89%	94%	86%	86%	94%	93%	92%	95%	92%	90%	90%	92%	91%	90%
MLS	92%	91%	97%	96%	99%	91%	90%	96%	91%	93%	92%	91%	93%	90%	88%	93%	93%	94%	94%	93%	92%	90%	92%	93%	91%

QP1. How closely do you follow- NHL?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very closely	16%	16%	11%	8%	20%	17%	16%	15%	21%	11%	15%	16%	17%	22%	21%	20%	8%	11%	13%	15%	16%	17%	18%	16%	11%
Closely	22%	21%	25%	23%	29%	21%	21%	20%	27%	17%	17%	24%	23%	21%	27%	31%	13%	21%	16%	16%	23%	28%	20%	22%	24%
Not very closely	33%	31%	35%	43%	31%	32%	31%	38%	31%	34%	32%	33%	32%	33%	30%	31%	30%	36%	34%	31%	32%	34%	29%	32%	38%
I don't follow this sport at all	30%	32%	30%	25%	20%	30%	32%	27%	21%	38%	36%	27%	28%	23%	22%	19%	48%	32%	37%	39%	28%	22%	32%	27%	
Top2box	37%	37%	36%	32%	49%	38%	37%	35%	48%	28%	32%	40%	40%	44%	48%	51%	22%	32%	29%	30%	40%	45%	39%	38%	35%
Bottom2box	63%	63%	64%	68%	51%	62%	63%	65%	52%	72%	68%	60%	60%	56%	52%	49%	78%	68%	71%	70%	60%	55%	61%	62%	65%

QP1. How closely do you follow- CFL ?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very closely	7%	9%	8%	20%	11%	6%	6%	1%	9%	4%	4%	8%	8%	6%	10%	12%	3%	6%	3%	7%	7%	6%	8%	7%	4%
Closely	11%	13%	15%	26%	28%	8%	11%	4%	15%	7%	5%	10%	16%	9%	13%	23%	1%	7%	10%	8%	12%	13%	11%	11%	
Not very closely	28%	27%	32%	36%	25%	29%	22%	27%	32%	24%	22%	30%	30%	27%	36%	32%	17%	24%	28%	21%	27%	36%	24%	31%	
I don't follow this sport at all	55%	52%	45%	18%	36%	58%	61%	68%	43%	66%	69%	53%	46%	58%	41%	33%	79%	62%	58%	64%	54%	45%	56%	57%	
Top2box	18%	21%	23%	46%	39%	13%	17%	5%	25%	11%	9%	18%	24%	14%	23%	35%	4%	13%	14%	15%	20%	19%	19%	15%	
Bottom2box	82%	79%	77%	54%	61%	87%	83%	95%	75%	89%	91%	82%	76%	86%	77%	65%	96%	87%	86%	85%	80%	81%	81%	82%	

QP1. How closely do you follow- NFL?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very closely	8%	7%	6%	13%	7%	9%	8%	9%	13%	4%	6%	9%	9%	10%	13%	14%	3%	5%	4%	8%	8%	10%	9%	8%	
Closely	10%	10%	7%	14%	11%	9%	12%	6%	14%	5%	6%	11%	11%	12%	14%	16%	1%	8%	6%	7%	11%	13%	9%	10%	
Not very closely	26%	30%	24%	32%	30%	26%	24%	20%	30%	21%	26%	26%	26%	32%	29%	30%	20%	22%	22%	22%	24%	30%	25%	28%	
I don't follow this sport at all	57%	53%	63%	42%	52%	56%	57%	64%	43%	69%	61%	55%	55%	46%	43%	40%	76%	64%	69%	62%	57%	48%	58%	54%	
Top2box	18%	17%	13%	27%	18%	18%	19%	16%	27%	9%	13%	20%	20%	22%	27%	30%	4%	13%	9%	15%	19%	22%	18%	18%	
Bottom2box	82%	83%	87%	73%	82%	82%	81%	84%	73%	91%	87%	80%	80%	78%	73%	70%	96%	87%	91%	85%	81%	78%	82%	82%	

QP1. How closely do you follow- MLB?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very closely	6%	1%	2%	5%	4%	10%	4%	5%	7%	4%	4%	6%	7%	4%	8%	9%	3%	4%	6%	6%	6%	6%	7%	4%	
Closely	13%	14%	11%	14%	8%	17%	7%	19%	18%	9%	10%	14%	15%	16%	18%	19%	4%	12%	11%	9%	15%	16%	13%	15%	
Not very closely	28%	31%	23%	32%	30%	34%	18%	29%	32%	24%	22%	28%	32%	25%	31%	38%	20%	25%	27%	24%	27%	34%	26%	32%	
I don't follow this sport at all	53%	54%	65%	49%	57%	39%	71%	47%	43%	62%	64%	52%	46%	55%	43%	34%	73%	60%	57%	61%	51%	44%	54%	49%	
Top2box	19%	15%	13%	19%	12%	27%	11%	24%	25%	14%	13%	20%	20%	26%	28%	8%	15%	17%	15%	22%	22%	20%	18%	19%	
Bottom2box	81%	85%	87%	81%	88%	73%	89%	76%	75%	86%	87%	80%	78%	80%	74%	72%	92%	85%	83%	85%	78%	78%	80%	82%	

QP1. How closely do you follow- NBA?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very closely	3%	2%	1%	2%	1%	5%	2%	1%	3%	2%	4%	4%	1%	5%	5%	1%	4%	2%	2%	3%	3%	3%	4%	3%	2%
Closely	6%	6%	3%	5%	7%	6%	6%	9%	8%	4%	6%	7%	5%	9%	9%	5%	3%	6%	4%	5%	7%	7%	4%	7%	8%
Not very closely	21%	25%	13%	25%	17%	27%	13%	18%	25%	17%	21%	20%	21%	25%	22%	27%	17%	19%	15%	16%	21%	25%	17%	18%	28%
I don't follow this sport at all	71%	68%	82%	68%	74%	62%	80%	73%	64%	76%	69%	69%	73%	61%	64%	67%	76%	73%	80%	76%	69%	66%	75%	73%	62%
Top2box	9%	8%	4%	8%	9%	11%	8%	9%	11%	7%	10%	11%	6%	14%	14%	6%	7%	8%	5%	8%	10%	10%	8%	9%	10%
Bottom2box	91%	92%	96%	92%	91%	89%	92%	91%	89%	93%	90%	89%	94%	86%	86%	94%	93%	92%	95%	92%	90%	90%	92%	91%	90%

QP1. How closely do you follow- MLS?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very closely	3%	1%	1%			3%	4%	1%	3%	2%	4%	2%	1%	4%	4%	1%	5%	2%	1%	2%	3%	3%	4%	2%	1%
Closely	5%	8%	2%	4%	1%	6%	6%	3%	7%	4%	4%	7%	5%	6%	8%	6%	2%	5%	5%	5%	5%	7%	4%	5%	8%
Not very closely	21%	29%	13%	15%	24%	22%	20%	22%	26%	17%	17%	20%	26%	23%	22%	33%	11%	19%	19%	21%	21%	24%	21%	19%	24%
I don't follow this sport at all	71%	62%	84%	82%	74%	68%	70%	75%	64%	77%	75%	71%	68%	68%	67%	59%	81%	75%	75%	72%	71%	66%	71%	74%	67%
Top2box	8%	9%	3%	4%	1%	9%	10%	4%	9%	7%	8%	9%	7%	10%	12%	7%	7%	6%	6%	7%	8%	10%	8%	7%	9%
Bottom2box	92%	91%	97%	96%	99%	91%	90%	96%	91%	93%	92%	91%	93%	90%	88%	93%	93%	94%	94%	93%	92%	90%	92%	93%	91%

QP2. And how much attention are you paying to the NHL hockey playoffs so far, since they began on April 10?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Following closely, watching every night	18%	16%	16%	18%	30%	22%	11%	19%	25%	12%	15%	17%	21%	23%	22%	28%	8%	12%	15%	16%	15%	23%	20%	17%	17%
Watching a bit, a few games here and there	38%	34%	41%	30%	38%	35%	42%	40%	39%	36%	34%	41%	37%	40%	42%	37%	29%	40%	37%	29%	42%	44%	34%	41%	39%
Not paying attention at all	44%	50%	44%	51%	33%	42%	46%	41%	36%	52%	50%	42%	42%	37%	36%	35%	62%	48%	48%	54%	43%	34%	46%	42%	44%
Top2box	56%	50%	56%	49%	67%	58%	54%	59%	64%	48%	50%	58%	58%	63%	64%	65%	38%	52%	52%	46%	57%	66%	54%	58%	56%

QP3. Three Canadian teams qualified for the NHL playoffs this year. Which of the three, if any, are you hoping will win the Stanley Cup?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Toronto Maple Leafs	33%	17%	9%	19%	9%	55%	22%	47%	33%	33%	28%	35%	36%	30%	34%	35%	25%	36%	37%	32%	32%	38%	33%	32%	36%
Winnipeg Jets	15%	21%	11%	22%	69%	9%	16%	7%	19%	11%	16%	13%	16%	22%	15%	21%	10%	11%	11%	11%	17%	17%	15%	14%	15%
Calgary Flames	10%	12%	46%	15%	1%	4%	6%	4%	10%	11%	10%	11%	10%	9%	10%	10%	12%	11%	11%	9%	10%	12%	10%	11%	10%
All of them equally	19%	22%	18%	23%	8%	15%	26%	23%	18%	20%	15%	21%	22%	15%	19%	20%	14%	22%	24%	18%	22%	19%	15%	24%	20%
None of them	22%	29%	16%	22%	14%	18%	30%	18%	19%	24%	31%	21%	16%	23%	21%	15%	39%	20%	17%	30%	19%	14%	27%	19%	18%

QP4. Which of the 7 Canadian teams do you think will be the first one to break this streak and win the Cup?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
All who follow NHL only for Q4 - Q6	1108	145	121	80	113	354	220	75	581	496	279	388	414	159	198	224	118	189	189	298	345	305	434	341	305
Toronto Maple Leafs	33%	18%	15%	19%	13%	47%	28%	41%	32%	33%	30%	32%	35%	25%	35%	35%	36%	28%	36%	35%	30%	33%	34%	29%	35%
Winnipeg Jets	15%	14%	16%	25%	60%	13%	11%	11%	19%	11%	16%	13%	17%	18%	18%	20%	12%	9%	13%	12%	14%	19%	17%	14%	15%
Montreal Canadiens	11%	5%	4%	12%	3%	6%	26%	10%	10%	11%	12%	12%	9%	13%	10%	8%	11%	13%	10%	12%	15%	7%	11%	11%	10%
Calgary Flames	8%	10%	23%	16%	2%	6%	3%	11%	8%	9%	6%	8%	10%	6%	8%	10%	7%	8%	11%	6%	9%	9%	7%	10%	8%
Vancouver Canucks	3%	15%	1%			2%	1%	2%	3%	3%	5%	4%	1%	6%	3%	1%	3%	5%	*	4%	1%	5%	2%	3%	4%
Edmonton Oilers	3%	5%	12%	2%		1%	2%		3%	2%	4%	2%	2%	5%	2%	3%	2%	2%	2%	2%	3%	3%	2%	5%	2%
Ottawa Senators	2%	1%	1%		1%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	1%	2%	2%	3%	2%	2%	2%
No Canadian team will ever win the Cup again	4%	5%	3%		2%	4%	6%	2%	4%	4%	4%	6%	2%	5%	6%	3%	4%	6%	2%	6%	4%	2%	3%	5%	5%
Really can't say	21%	27%	26%	25%	18%	18%	21%	19%	18%	25%	21%	21%	21%	18%	16%	19%	22%	26%	25%	21%	22%	17%	21%	21%	21%

QP5. Which Canadian team, if any, do you most often cheer for?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Toronto Maple Leafs	30%	5%	7%	13%	4%	61%	4%	52%	29%	31%	29%	30%	30%	26%	32%	28%	34%	28%	32%	31%	30%	31%	32%	26%	31%
Montreal Canadiens	25%	4%	6%	14%	3%	9%	80%	19%	25%	26%	24%	24%	28%	25%	22%	28%	22%	25%	28%	28%	29%	22%	25%	28%	23%
Vancouver Canucks	11%	73%	5%	8%	1%	2%	*	1%	11%	11%	13%	10%	11%	15%	10%	10%	10%	13%	11%	10%	13%	11%	10%	13%	
Calgary Flames	7%	2%	44%	12%	1%	2%	*	3%	7%	7%	4%	8%	7%	3%	10%	6%	5%	7%	7%	5%	5%	7%	7%	5%	8%
Edmonton Oilers	6%	4%	31%	14%	2%	2%	2%	2%	6%	6%	6%	8%	4%	8%	7%	4%	5%	8%	5%	3%	7%	7%	4%	8%	6%
Winnipeg Jets	6%	3%	3%	16%	80%	3%	1%	2%	6%	6%	8%	5%	6%	6%	5%	6%	9%	6%	5%	6%	5%	7%	7%	5%	5%
Ottawa Senators	5%	2%	1%		2%	9%	4%	7%	5%	6%	5%	5%	5%	5%	4%	5%	5%	6%	5%	4%	5%	7%	4%	8%	4%
I don't cheer for any specific Canadian team	10%	7%	4%	23%	7%	12%	9%	13%	12%	7%	11%	10%	9%	12%	11%	13%	9%	9%	5%	13%	10%	6%	11%	9%	9%

QP6. Generally speaking, when your favourite team gets eliminated from the playoffs, do you find yourself cheering for the other Canadian teams because they're Canadian?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Yes, I want Canada's teams to succeed	62%	65%	68%	74%	64%	62%	52%	72%	58%	67%	53%	62%	68%	52%	56%	64%	54%	70%	73%	55%	69%	60%	58%	65%	65%
No, I consider them rivals to my favourite team	11%	11%	6%	8%	7%	9%	18%	4%	13%	8%	10%	13%	8%	12%	17%	11%	9%	9%	5%	16%	8%	9%	13%	10%	7%
It depends which team, some I'll cheer for, but some are rivals	27%	24%	26%	18%	30%	29%	30%	25%	29%	25%	36%	24%	24%	36%	27%	26%	37%	21%	23%	29%	23%	31%	29%	25%	28%