

QT1. [Logo is offensive] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education			
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+	
Vancouver Canucks	3%	2%	2%	2%	2%	3%	5%	2%	2%	4%	2%	4%	3%	1%	2%	2%	3%	6%	4%	3%	3%	3%	3%	3%	2%	5%
New York Yankees	1%		*%			1%	2%		1%	1%	1%	1%	1%	2%		*%		1%	2%	2%	*%	1%	1%	*%	1%	
Notre Dame Fighting Irish	9%	11%	5%	4%	7%	8%	14%	6%	7%	11%	13%	8%	8%	11%	5%	5%	15%	9%	10%	12%	6%	10%	10%	7%	11%	
Minnesota Vikings	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	3%	3%	2%	1%	1%	1%	1%	*%	3%	
Washington Redskins	3%	2%	1%	4%	1%	4%	3%		2%	3%	3%	3%	3%	1%	2%	4%	4%	3%	3%	4%	3%	2%	3%	2%	3%	
Atlanta Braves	9%	8%	7%	8%	5%	9%	9%	12%	6%	11%	11%	8%	7%	9%	7%	5%	13%	10%	10%	7%	9%	7%	9%	8%	13%	
Cleveland Indians	10%	9%	9%	8%	10%	12%	10%	5%	10%	10%	14%	7%	11%	15%	9%	8%	13%	5%	13%	10%	10%	9%	10%	8%	13%	
Kansas City Chiefs	5%	3%	3%	2%	3%	5%	6%	3%	4%	6%	4%	4%	7%	2%	2%	6%	5%	7%	4%	5%	3%	4%	3%	7%	7%	
Chicago Blackhawks	10%	11%	11%	13%	6%	13%	7%	6%	8%	12%	16%	7%	8%	13%	6%	5%	19%	8%	11%	10%	9%	10%	9%	8%	14%	
Edmonton Eskimos	1%	*%	1%			1%	*%		*%	1%	1%		*%	1%		1%	2%			1%	*%	1%	1%	*%	*%	
Montreal Canadiens	1%	*%	1%	1%		*%	2%		*%	1%	1%	1%	*%	1%	*%		1%	1%	1%	1%	1%	1%	1%	*%	*%	
New England Patriots	3%	3%	2%		1%	3%	4%	5%	1%	4%	5%	3%	1%	3%	1%	1%	7%	5%	2%	4%	3%	1%	3%	1%	5%	

QT1. [Both are offensive] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Vancouver Canucks	1%		1%			1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	*%	2%	1%
New York Yankees	3%	3%	2%	3%	1%	4%	2%	4%	2%	4%	3%	5%	1%	3%	2%		2%	7%	2%	4%	3%	3%	3%	3%	3%
Notre Dame Fighting Irish	14%	18%	12%	17%	9%	15%	8%	22%	8%	19%	16%	13%	13%	9%	8%	8%	22%	18%	17%	14%	14%	14%	9%	12%	23%
Minnesota Vikings	3%	3%	1%	3%	1%	4%	2%	9%	2%	4%	4%	3%	3%	2%	2%	5%	5%	4%	5%	2%	4%	2%	4%	4%	4%
Washington Redskins	32%	40%	27%	28%	36%	40%	16%	42%	26%	38%	43%	33%	24%	33%	26%	20%	52%	40%	27%	28%	35%	35%	24%	29%	49%
Atlanta Braves	13%	16%	11%	8%	17%	19%	3%	17%	10%	16%	11%	16%	13%	8%	9%	11%	12%	21%	15%	11%	18%	13%	9%	12%	22%
Cleveland Indians	31%	39%	29%	31%	33%	37%	15%	45%	24%	38%	41%	32%	24%	30%	22%	20%	50%	40%	28%	28%	35%	32%	21%	28%	51%
Kansas City Chiefs	13%	17%	8%	8%	13%	18%	4%	16%	10%	15%	14%	14%	11%	12%	8%	10%	16%	20%	11%	14%	14%	12%	10%	9%	22%
Chicago Blackhawks	19%	20%	14%	14%	22%	25%	9%	33%	13%	25%	25%	19%	15%	16%	11%	13%	33%	28%	17%	18%	23%	19%	12%	17%	33%
Edmonton Eskimos	8%	6%	4%	7%	4%	10%	5%	16%	6%	9%	10%	8%	5%	8%	5%	4%	11%	10%	7%	7%	10%	5%	6%	6%	12%
Montreal Canadiens	1%	1%	1%	*%	1%	3%		1%	1%	1%	2%	1%	1%	3%	1%	3%	1%	1%	2%	1%	1%	1%	2%	1%	1%
New England Patriots	4%	5%	1%	4%	2%	4%	3%	8%	2%	5%	3%	4%	4%	3%	2%	2%	3%	6%	5%	4%	3%	3%	3%	5%	4%

QT1. [Neither is offensive] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Vancouver Canucks	95%	98%	97%	98%	97%	94%	94%	95%	96%	94%	95%	95%	95%	96%	97%	96%	95%	93%	94%	95%	96%	95%	96%	96%	93%
New York Yankees	94%	96%	95%	96%	97%	94%	95%	92%	96%	93%	94%	93%	96%	94%	97%	97%	96%	89%	94%	94%	95%	94%	95%	95%	92%
Notre Dame Fighting Irish	75%	70%	83%	79%	83%	74%	76%	72%	84%	68%	68%	78%	78%	78%	86%	86%	59%	72%	70%	72%	77%	75%	79%	79%	64%
Minnesota Vikings	94%	96%	97%	95%	98%	92%	95%	87%	96%	92%	93%	94%	95%	95%	98%	96%	91%	91%	93%	92%	95%	95%	94%	95%	92%
Washington Redskins	57%	51%	62%	61%	53%	48%	73%	48%	65%	49%	41%	59%	67%	52%	67%	73%	32%	51%	61%	59%	55%	56%	67%	61%	36%
Atlanta Braves	76%	74%	81%	82%	76%	69%	88%	70%	83%	70%	76%	75%	78%	81%	83%	83%	71%	67%	73%	77%	74%	76%	83%	80%	62%
Cleveland Indians	57%	51%	60%	58%	55%	49%	72%	50%	64%	50%	43%	61%	64%	51%	69%	71%	36%	54%	57%	59%	54%	58%	66%	63%	35%
Kansas City Chiefs	76%	74%	82%	83%	78%	68%	88%	69%	81%	72%	71%	76%	80%	78%	84%	81%	66%	69%	78%	77%	73%	78%	81%	81%	63%
Chicago Blackhawks	69%	69%	74%	72%	78%	61%	82%	62%	78%	62%	56%	73%	76%	67%	83%	81%	46%	64%	71%	69%	67%	71%	77%	74%	51%
Edmonton Eskimos	71%	67%	79%	77%	71%	63%	85%	62%	78%	66%	55%	73%	82%	65%	81%	84%	46%	67%	80%	73%	69%	71%	79%	77%	53%
Montreal Canadiens	97%	98%	98%	99%	99%	96%	97%	98%	96%	98%	96%	97%	98%	95%	95%	99%	96%	98%	98%	95%	98%	97%	96%	97%	98%
New England Patriots	93%	92%	97%	96%	97%	92%	92%	87%	96%	90%	91%	92%	95%	94%	96%	97%	88%	89%	92%	91%	93%	95%	94%	92%	91%

QT1. [Vancouver Canucks] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	1%				1%	1%	1%	2%	1%	1%	2%	1%	*	2%	1%	*	2%	1%	*	1%	*	1%	1%	*	2%
Logo is offensive	3%	2%	2%	2%	2%	3%	5%	2%	2%	4%	2%	4%	3%	1%	2%	2%	3%	6%	4%	3%	3%	3%	3%	2%	5%
Both are offensive	1%		1%			1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	*	2%	1%
Neither is offensive	95%	98%	97%	98%	97%	94%	94%	95%	96%	94%	95%	95%	95%	96%	97%	96%	95%	93%	94%	95%	96%	95%	96%	96%	93%
Net: Offensive	5%	2%	3%	2%	3%	6%	6%	5%	4%	6%	5%	5%	4%	3%	4%	5%	7%	6%	5%	4%	5%	4%	4%	4%	7%

QT1 [New York Yankees] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	2%	1%	2%	1%	3%	2%	1%	5%	2%	2%	2%	2%	2%	1%	1%	3%	2%	3%	1%	*	2%	2%	1%	2%	3%
Logo is offensive	1%		*			1%	2%		1%	1%	1%	1%	2%		*		1%	2%	2%	*	1%	1%	1%	*	1%
Both are offensive	3%	3%	2%	3%	1%	4%	2%	4%	2%	4%	3%	5%	1%	3%	2%		2%	7%	2%	4%	3%	3%	3%	3%	3%
Neither is offensive	94%	96%	95%	96%	97%	94%	95%	92%	96%	93%	94%	93%	94%	97%	97%	96%	89%	94%	94%	94%	95%	94%	95%	95%	92%
Net: Offensive	6%	4%	5%	4%	3%	6%	5%	8%	4%	7%	6%	7%	4%	6%	3%	3%	4%	11%	6%	6%	5%	6%	5%	5%	8%

QT1 [Notre Dame Fighting Irish] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	2%	1%			1%	3%	1%		1%	2%	3%	1%	1%	3%	*	1%	4%	1%	2%	2%	2%	1%	2%	2%	1%
Logo is offensive	9%	11%	5%	4%	7%	8%	14%	6%	7%	11%	13%	8%	8%	11%	5%	5%	15%	9%	10%	12%	6%	10%	10%	7%	11%
Both are offensive	14%	18%	12%	17%	9%	15%	8%	22%	8%	19%	16%	13%	13%	9%	8%	8%	22%	18%	17%	14%	14%	14%	9%	12%	23%
Neither is offensive	75%	70%	83%	79%	83%	74%	76%	72%	84%	68%	68%	78%	78%	78%	86%	86%	59%	72%	70%	72%	77%	75%	79%	79%	64%
Net: Offensive	25%	30%	17%	21%	17%	26%	24%	28%	16%	32%	32%	22%	22%	14%	14%	41%	28%	30%	28%	23%	25%	21%	21%	36%	

QT1 [Minnesota Vikings] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	1%			1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	*	1%	2%	*	2%	2%	1%	1%
Logo is offensive	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%		1%	1%	3%	3%	2%	1%	1%	1%	*	3%
Both are offensive	3%	3%	1%	3%	1%	4%	2%	9%	2%	4%	4%	3%	3%	2%	2%	5%	5%	4%	5%	2%	2%	4%	2%	4%	4%
Neither is offensive	94%	96%	97%	95%	98%	92%	95%	87%	96%	92%	93%	94%	95%	95%	98%	96%	91%	91%	93%	92%	95%	95%	94%	95%	92%
Net: Offensive	6%	4%	3%	5%	2%	8%	5%	13%	4%	8%	7%	6%	5%	5%	2%	4%	9%	9%	8%	5%	5%	6%	5%	8%	

QT1 [Washington Redskins] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	8%	8%	9%	7%	10%	8%	7%	11%	7%	9%	13%	6%	6%	14%	5%	3%	13%	6%	9%	9%	7%	7%	5%	8%	12%
Logo is offensive	3%	2%	1%	4%	1%	4%	3%		2%	3%	3%	3%	3%	1%	2%	4%	4%	3%	4%	3%	2%	3%	2%	3%	
Both are offensive	32%	40%	27%	28%	36%	40%	16%	42%	26%	38%	43%	33%	24%	33%	26%	20%	52%	40%	27%	28%	35%	35%	24%	29%	49%
Neither is offensive	57%	51%	62%	61%	53%	48%	73%	48%	65%	49%	41%	59%	67%	52%	67%	73%	32%	51%	61%	59%	55%	56%	67%	61%	36%
Net: Offensive	43%	49%	38%	39%	47%	52%	27%	52%	35%	51%	59%	41%	33%	48%	33%	27%	68%	49%	39%	41%	45%	44%	33%	39%	64%

QT1 [Atlanta Braves] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	2%	2%	1%	2%	2%	3%	1%	1%	2%	3%	1%	1%	3%	1%	1%	3%	2%	2%	2%	2%	2%	2%	1%	1%	3%
Logo is offensive	9%	8%	7%	8%	5%	9%	9%	12%	6%	11%	11%	8%	7%	9%	7%	5%	13%	10%	10%	10%	7%	9%	7%	8%	13%
Both are offensive	13%	16%	11%	8%	17%	19%	3%	17%	10%	16%	11%	16%	13%	8%	9%	11%	12%	21%	15%	11%	18%	13%	9%	12%	22%
Neither is offensive	76%	74%	81%	82%	76%	69%	88%	70%	83%	70%	76%	75%	78%	81%	83%	83%	71%	67%	73%	77%	74%	76%	83%	80%	62%
Net: Offensive	24%	26%	19%	18%	24%	31%	12%	30%	17%	30%	24%	25%	22%	19%	17%	17%	29%	33%	27%	23%	26%	24%	17%	20%	38%

QT1 [Cleveland Indians] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	2%	1%	2%	3%	2%	1%	3%		2%	2%	3%	1%	2%	4%	1%	1%	1%	1%	2%	3%	2%	1%	2%	2%	1%
Logo is offensive	10%	9%	9%	8%	10%	12%	10%	5%	10%	10%	14%	7%	11%	15%	9%	8%	13%	5%	13%	10%	10%	9%	10%	8%	13%
Both are offensive	31%	39%	29%	31%	33%	37%	15%	45%	24%	38%	41%	32%	24%	30%	22%	20%	50%	28%	28%	35%	32%	21%	28%	51%	
Neither is offensive	57%	51%	60%	58%	55%	49%	72%	50%	64%	50%	43%	61%	64%	51%	69%	71%	36%	54%	57%	59%	54%	58%	66%	63%	35%
Net: Offensive	43%	49%	40%	42%	45%	51%	28%	50%	36%	50%	57%	39%	36%	49%	31%	29%	64%	46%	43%	41%	46%	42%	34%	37%	65%

QT1 [Kansas City Chiefs] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	6%	5%	6%	7%	6%	9%	1%	12%	5%	7%	11%	6%	3%	8%	6%	2%	13%	7%	4%	5%	7%	7%	4%	7%	8%
Logo is offensive	5%	3%	3%	2%	3%	5%	6%	3%	4%	6%	4%	4%	7%	2%	2%	6%	5%	5%	7%	4%	5%	3%	4%	3%	7%
Both are offensive	13%	17%	8%	8%	13%	18%	4%	16%	10%	15%	14%	14%	11%	12%	8%	10%	16%	20%	11%	14%	12%	10%	9%	22%	
Neither is offensive	76%	74%	82%	83%	78%	68%	88%	69%	81%	72%	71%	76%	80%	78%	84%	81%	66%	69%	78%	77%	73%	78%	81%	81%	63%
Net: Offensive	24%	26%	18%	17%	22%	32%	12%	31%	19%	28%	29%	24%	20%	22%	16%	19%	34%	31%	22%	23%	27%	22%	19%	19%	37%

QT1 [Chicago Blackhawks] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education			
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+	
Name is offensive	1%	*%	1%	1%	1%	2%	2%		2%	1%	3%	*%	1%	4%	*%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%
Logo is offensive	10%	11%	11%	13%	6%	13%	7%	6%	8%	12%	16%	7%	8%	13%	6%	5%	19%	8%	11%	10%	9%	10%	9%	8%	14%	
Both are offensive	19%	20%	14%	14%	22%	25%	9%	33%	13%	25%	19%	15%	16%	11%	13%	33%	28%	17%	18%	23%	19%	12%	17%	33%		
Neither is offensive	69%	69%	74%	72%	72%	61%	82%	62%	78%	62%	56%	73%	76%	67%	83%	81%	46%	64%	71%	69%	67%	71%	77%	74%	51%	
Net: Offensive	31%	31%	26%	28%	28%	39%	18%	38%	22%	38%	44%	27%	24%	33%	17%	19%	54%	36%	29%	31%	33%	29%	23%	26%	49%	

QT1 [Edmonton Eskimos] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	20%	27%	16%	15%	25%	26%	10%	22%	16%	24%	34%	18%	12%	26%	14%	11%	41%	23%	13%	18%	21%	23%	14%	17%	34%
Logo is offensive	1%	*%	1%			1%	*%		*%	1%	1%		*%	1%		1%	2%		1%	*%	1%	1%	*%	*%	*%
Both are offensive	8%	6%	4%	7%	4%	10%	5%	16%	6%	9%	10%	8%	5%	8%	5%	4%	11%	10%	7%	7%	10%	5%	6%	6%	12%
Neither is offensive	71%	67%	79%	77%	71%	63%	85%	62%	78%	66%	55%	73%	82%	65%	81%	84%	46%	67%	80%	73%	69%	71%	79%	77%	53%
Net: Offensive	29%	33%	21%	23%	29%	37%	15%	38%	22%	34%	45%	27%	18%	35%	19%	16%	54%	33%	20%	27%	31%	29%	21%	23%	47%

QT1 [Montreal Canadiens] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	1%	1%	1%			1%	2%	1%	2%	*%	2%	1%	*%	3%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
Logo is offensive	1%	*%	1%	1%		*%	2%		*%	1%	1%		*%	1%	*%		1%	1%	1%	1%	*%	1%	1%	*%	*%
Both are offensive	1%	1%	1%	*%	1%	3%		1%	1%	1%	2%	1%	1%	3%	1%	3%		1%	2%	1%	1%	2%	1%	1%	1%
Neither is offensive	97%	98%	98%	99%	99%	96%	97%	98%	96%	98%	96%	97%	98%	95%	95%	99%	96%	98%	98%	95%	98%	97%	96%	97%	98%
Net: Offensive	3%	2%	2%	1%	1%	4%	3%	2%	4%	2%	4%	3%	2%	5%	5%	1%	4%	2%	2%	5%	2%	3%	4%	3%	2%

QT1 [New England Patriots] We would like to know if you believe each name and logo is offensive or not.

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Name is offensive	1%	1%	1%			1%	1%		1%	1%	2%	1%	*%	1%	2%		2%	1%	1%	1%	1%	1%	1%	2%	*%
Logo is offensive	3%	3%	2%		1%	3%	4%	5%	1%	4%	5%	3%	1%	3%	1%	1%	7%	5%	2%	4%	3%	1%	3%	1%	5%
Both are offensive	4%	5%	1%	4%	2%	4%	3%	8%	2%	5%	3%	4%	4%	3%	2%	3%	6%	5%	4%	3%	3%	3%	3%	4%	4%
Neither is offensive	93%	92%	97%	96%	97%	92%	92%	87%	96%	90%	91%	92%	95%	94%	96%	97%	88%	89%	92%	91%	93%	95%	94%	92%	91%
Net: Offensive	7%	8%	3%	4%	3%	8%	8%	13%	4%	10%	9%	8%	5%	6%	4%	3%	12%	11%	8%	9%	7%	5%	6%	8%	9%

QT2. How much have you heard about this issue?

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Seeing a lot of media coverage and discussing it with friends and family	12%	11%	5%	10%	13%	17%	8%	8%	14%	9%	14%	13%	9%	19%	14%	11%	9%	12%	6%	8%	12%	15%	10%	10%	16%
Seeing some media coverage and having the odd conversation about it	43%	49%	54%	41%	52%	49%	21%	50%	48%	38%	40%	43%	45%	44%	50%	49%	36%	36%	41%	32%	49%	50%	37%	46%	48%
Just scanning the headlines	24%	27%	22%	28%	23%	20%	29%	27%	23%	25%	20%	24%	27%	20%	23%	25%	20%	25%	29%	25%	23%	22%	27%	22%	22%
Not seeing or hearing anything about it	22%	14%	19%	20%	12%	14%	43%	15%	15%	28%	26%	20%	20%	16%	13%	16%	35%	27%	23%	34%	17%	14%	26%	22%	14%
Top2box	54%	60%	59%	51%	65%	66%	28%	57%	62%	47%	54%	56%	53%	64%	64%	59%	45%	48%	47%	41%	61%	65%	47%	56%	64%
Bottom2box	46%	40%	41%	49%	35%	34%	72%	43%	38%	53%	46%	44%	47%	36%	36%	41%	55%	52%	53%	59%	39%	35%	53%	44%	36%

QT3. Do you believe that McGill made the right or wrong decision to change the name?

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
Right decision	56%	60%	45%	48%	54%	61%	52%	57%	44%	67%	69%	55%	48%	56%	42%	37%	79%	67%	57%	59%	56%	53%	51%	51%	70%
Wrong decision	44%	40%	55%	52%	46%	39%	48%	43%	56%	33%	31%	45%	52%	44%	58%	63%	21%	33%	43%	41%	44%	47%	49%	49%	30%

QT4. Which statement do you agree with most, even if it's not exactly how you feel?

	Total	Region							Gender		Age			Age_Gender						Annual Household Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	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+	High School or Less	Coll/Tech	Univ+
These names should not change	56%	51%	66%	62%	53%	48%	66%	51%	64%	48%	42%	59%	63%	53%	68%	70%	32%	51%	57%	55%	55%	57%	64%	61%	37%
These names should change	44%	49%	34%	38%	47%	52%	34%	49%	36%	52%	58%	41%	37%	47%	32%	30%	68%	49%	43%	45%	45%	43%	36%	39%	63%