

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
<b>Sample Size</b>	1522	202	152	208	505	353	102	744	778	441	531	550	190	269	284	250	262	266	640	481	400	538	479	241	264

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted numbers. Blank cells indicate that zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received. \*Indicates a small sample size.

Q1. Thinking about Canadian culture and identity, how important is the game of hockey?

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Hockey defines Canadian culture	23%	13%	21%	25%	24%	29%	21%	25%	21%	22%	29%	18%	29%	28%	21%	17%	31%	15%	27%	25%	15%	25%	21%	24%	23%
Hockey is an important part of Canadian culture – and so are other things	65%	73%	66%	64%	67%	58%	69%	62%	69%	68%	61%	68%	61%	61%	62%	73%	61%	73%	61%	65%	73%	61%	70%	67%	65%
Hockey isn't really a big factor in Canadian culture	4%	6%	5%	2%	4%	4%	1%	4%	4%	6%	2%	5%	5%	2%	5%	6%	2%	4%	5%	3%	4%	5%	3%	2%	4%
Hockey is just a game and has nothing to do with Canadian culture	7%	8%	9%	9%	5%	9%	10%	9%	6%	4%	7%	10%	5%	9%	12%	4%	5%	8%	7%	7%	8%	8%	6%	7%	8%

Q2. How important is NHL hockey to you?

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I'm a diehard fan	12%	14%	13%	10%	12%	12%	8%	17%	8%	9%	15%	11%	11%	22%	15%	7%	9%	7%	11%	14%	12%	9%	15%	15%	9%
I'm a fan	28%	29%	36%	25%	27%	26%	26%	33%	23%	28%	31%	25%	34%	33%	32%	23%	29%	18%	28%	30%	25%	29%	29%	31%	22%
A lot of other interests come before hockey	36%	33%	32%	34%	35%	40%	47%	33%	40%	38%	31%	40%	36%	26%	37%	40%	35%	44%	35%	36%	40%	36%	35%	35%	41%
I don't care about hockey at all	24%	24%	19%	31%	26%	22%	19%	18%	29%	25%	23%	23%	19%	19%	16%	29%	27%	31%	26%	21%	23%	26%	21%	20%	28%

Q3. Since the 2015 season began last month, how many NHL games have you watched on TV?

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
More than four	20%	26%	29%	26%	19%	12%	19%	27%	13%	14%	24%	20%	18%	31%	28%	11%	16%	12%	20%	22%	17%	15%	22%	30%	17%
2 or 3	16%	18%	19%	15%	19%	12%	15%	21%	12%	19%	19%	12%	27%	22%	15%	13%	15%	9%	15%	16%	19%	17%	19%	17%	11%
One	10%	13%	8%	14%	12%	7%	4%	10%	10%	14%	10%	7%	12%	11%	8%	16%	9%	6%	9%	11%	11%	11%	10%	10%	9%
None	54%	43%	44%	45%	50%	69%	61%	43%	64%	53%	48%	60%	44%	36%	48%	60%	60%	72%	56%	51%	52%	57%	50%	44%	64%

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	705	105	80*	110	253	109	42*	426	279	208	276	221	107	172	147	101	104	74*	279	235	191	234	240	135	96*

Q4. Which statement best describes how you feel about this season of Hockey Night in Canada (HNIC) compared to last year?

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I like it more than last season	10%	6%	16%	4%	9%	11%	16%	11%	9%	11%	10%	9%	9%	12%	10%	13%	5%	8%	11%	11%	8%	11%	9%	10%	12%
I like it less than last season	23%	24%	19%	19%	28%	15%	23%	27%	17%	20%	24%	26%	30%	25%	28%	9%	21%	21%	26%	21%	22%	23%	21%	29%	21%
I don't have a preference either way	45%	40%	52%	47%	44%	52%	40%	39%	55%	46%	44%	47%	35%	39%	42%	57%	52%	57%	45%	46%	47%	39%	50%	48%	48%
I haven't noticed a difference	21%	30%	13%	30%	19%	23%	21%	23%	20%	23%	23%	17%	25%	24%	19%	21%	22%	15%	19%	23%	23%	27%	21%	13%	20%

Q5. Thinking about the personalities you see on the Hockey Night in Canada broadcasts, tell us how you feel about the overall chemistry of the broadcast team? Would you say:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
They are clicking together really well	20%	21%	11%	25%	21%	23%	21%	18%	25%	32%	17%	14%	34%	15%	9%	30%	21%	24%	20%	27%	14%	25%	15%	15%	31%
The chemistry is okay	64%	65%	73%	55%	61%	68%	66%	63%	66%	60%	66%	65%	53%	66%	65%	67%	67%	64%	64%	57%	72%	63%	64%	73%	53%
They have no chemistry	15%	14%	16%	21%	18%	9%	13%	20%	9%	8%	17%	21%	13%	19%	25%	3%	13%	12%	16%	16%	14%	12%	21%	12%	16%

Q6. [Summary of want to see more] Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Don Cherry	15%	12%	18%	24%	21%	3%	14%	20%	11%	10%	20%	14%	13%	25%	19%	8%	15%	9%	16%	16%	13%	10%	18%	22%	14%
George Strombolopoulos	7%	12%	5%	10%	8%	4%	5%	7%	7%	8%	9%	5%	8%	9%	6%	8%	9%	4%	6%	8%	9%	6%	6%	12%	6%
Ron MacLean	22%	22%	30%	27%	28%	7%	25%	31%	14%	16%	26%	23%	27%	33%	31%	8%	20%	14%	22%	23%	18%	26%	29%	17%	
Elliot Friedman	6%	7%	10%	5%	7%	2%	8%	9%	3%	4%	7%	7%	5%	9%	10%	3%	4%	3%	6%	5%	6%	5%	5%	10%	5%
Nick Kypreos	4%	6%	7%	4%	4%	3%	4%	6%	3%	3%	5%	4%	4%	7%	7%	3%	3%	2%	6%	3%	3%	4%	4%	6%	3%

Q6. [Summary of want to see less] Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Don Cherry	12%	22%	11%	8%	8%	14%	8%	16%	8%	12%	12%	11%	19%	15%	14%	8%	9%	7%	10%	12%	14%	15%	11%	11%	5%
George Strombolopoulos	15%	21%	22%	18%	18%	3%	15%	21%	9%	11%	18%	15%	13%	26%	22%	9%	11%	8%	15%	14%	16%	12%	20%	20%	10%
Ron MacLean	3%	6%	3%	3%	2%	3%	1%	4%	2%	2%	4%	3%	3%	6%	3%	2%	2%	2%	3%	4%	3%	3%	3%	2%	3%
Elliot Friedman	5%	7%	6%	6%	6%	3%	5%	8%	3%	4%	8%	4%	7%	11%	7%	2%	4%	2%	6%	5%	6%	6%	7%	4%	2%
Nick Kypreos	8%	8%	11%	8%	11%	2%	8%	13%	4%	6%	11%	7%	11%	16%	12%	3%	5%	2%	6%	10%	9%	7%	10%	10%	4%

Q6.[Don Cherry]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	33%	22%	32%	43%	43%	11%	37%	34%	30%	22%	39%	35%	23%	40%	36%	21%	37%	32%	36%	33%	26%	24%	35%	40%	38%
I would like to see less of him	25%	39%	20%	14%	16%	46%	20%	27%	21%	26%	23%	26%	34%	24%	27%	19%	22%	24%	23%	24%	29%	35%	23%	20%	13%
He's on for the right amount of time	35%	35%	43%	36%	35%	28%	37%	35%	36%	40%	31%	35%	38%	32%	36%	42%	30%	35%	34%	34%	39%	32%	38%	35%	35%
Not sure who that is	2%	1%	2%	1%	1%	4%	2%	1%	3%	3%	3%	0%	2%	1%	1%	3%	5%		2%	3%		4%	1%	1%	1%
Don't know	5%	3%	3%	7%	5%	11%	5%	2%	10%	9%	4%	3%	4%	3%	0%	15%	7%	9%	5%	6%	6%	5%	3%	5%	13%

Q6.[George Strombolopoulos]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	15%	21%	9%	17%	16%	12%	14%	13%	19%	17%	17%	12%	14%	14%	12%	20%	23%	13%	13%	16%	18%	15%	12%	22%	17%
I would like to see less of him	33%	37%	39%	33%	37%	11%	38%	37%	26%	23%	35%	38%	23%	40%	43%	23%	27%	29%	35%	29%	34%	27%	39%	35%	26%
He's on for the right amount of time	33%	27%	30%	29%	33%	45%	33%	36%	30%	31%	36%	32%	35%	38%	33%	28%	33%	30%	30%	35%	37%	39%	32%	31%	26%
Not sure who that is	7%	8%	12%	7%	4%	8%	3%	7%	6%	10%	4%	6%	15%	2%	6%	5%	7%	8%	10%	5%	4%	8%	5%	3%	13%
Don't know	12%	7%	10%	14%	10%	23%	11%	8%	18%	18%	8%	11%	12%	6%	7%	24%	11%	20%	11%	16%	8%	11%	12%	10%	18%

Q6.[Ron MacLean]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	48%	39%	54%	48%	57%	23%	65%	53%	40%	34%	51%	57%	48%	51%	60%	20%	50%	51%	51%	44%	48%	42%	52%	52%	46%
I would like to see less of him	6%	11%	6%	6%	4%	8%	4%	7%	5%	5%	8%	6%	5%	10%	7%	5%	4%	6%	6%	8%	5%	7%	7%	4%	8%
He's on for the right amount of time	30%	42%	29%	24%	26%	36%	23%	30%	31%	29%	32%	31%	26%	34%	29%	31%	29%	34%	28%	30%	35%	32%	31%	33%	20%
Not sure who that is	5%	1%	1%	12%	5%	13%		4%	8%	12%	4%	1%	8%	2%	1%	16%	6%		6%	4%	5%	8%	4%	2%	8%
Don't know	10%	7%	9%	10%	8%	19%	8%	6%	16%	20%	6%	5%	13%	3%	3%	28%	11%	9%	9%	13%	7%	11%	7%	8%	17%

Q6.[Elliot Friedman]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	13%	12%	18%	9%	14%	5%	20%	15%	10%	8%	13%	17%	9%	14%	20%	8%	11%	10%	15%	11%	12%	12%	11%	18%	12%
I would like to see less of him	12%	13%	11%	10%	13%	10%	14%	15%	8%	9%	15%	11%	12%	17%	13%	6%	10%	7%	13%	11%	12%	14%	14%	8%	6%
He's on for the right amount of time	37%	28%	40%	31%	41%	34%	47%	42%	28%	35%	39%	36%	48%	43%	38%	21%	32%	33%	33%	41%	36%	32%	39%	47%	30%
Not sure who that is	21%	32%	19%	29%	16%	25%	10%	16%	29%	24%	19%	20%	17%	14%	16%	32%	28%	27%	23%	15%	25%	25%	19%	14%	27%
Don't know	18%	15%	13%	21%	17%	26%	9%	13%	25%	23%	14%	17%	14%	11%	14%	33%	19%	23%	16%	22%	14%	17%	17%	14%	24%

Q6.[Nick Kypreos]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	9%	10%	12%	7%	9%	8%	9%	10%	8%	7%	10%	11%	7%	11%	13%	7%	8%	7%	15%	6%	5%	10%	8%	11%	9%
I would like to see less of him	18%	15%	19%	15%	23%	7%	21%	23%	10%	14%	20%	18%	19%	25%	23%	8%	13%	8%	14%	21%	19%	17%	20%	18%	12%
He's on for the right amount of time	37%	34%	47%	28%	37%	33%	49%	41%	30%	31%	42%	37%	39%	45%	39%	24%	36%	32%	35%	38%	38%	34%	39%	51%	22%
Not sure who that is	19%	24%	10%	29%	16%	27%	12%	14%	27%	23%	17%	18%	16%	12%	14%	31%	24%	26%	21%	13%	25%	21%	18%	6%	35%
Don't know	17%	17%	12%	21%	16%	24%	9%	12%	25%	25%	11%	16%	20%	7%	11%	31%	19%	26%	16%	22%	13%	18%	16%	14%	22%

Q6.[Excluding NS - Don Cherry]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	35%	23%	34%	46%	46%	13%	39%	36%	34%	25%	42%	36%	25%	42%	36%	25%	42%	36%	39%	36%	28%	26%	36%	42%	44%
I would like to see less of him	27%	40%	21%	15%	17%	54%	21%	28%	24%	30%	25%	27%	35%	25%	28%	23%	24%	26%	25%	26%	31%	39%	24%	21%	15%
He's on for the right amount of time	38%	37%	45%	39%	38%	33%	39%	36%	41%	45%	34%	37%	40%	34%	36%	52%	34%	38%	36%	37%	41%	35%	40%	37%	41%

Q6.[Excluding NS - George Strombolopoulos]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	19%	25%	12%	22%	19%	18%	16%	15%	25%	24%	19%	15%	19%	15%	13%	29%	28%	18%	17%	20%	20%	18%	15%	25%	24%
I would like to see less of him	40%	43%	49%	41%	43%	16%	45%	43%	35%	32%	40%	47%	32%	44%	49%	32%	33%	40%	44%	36%	38%	33%	47%	40%	38%
He's on for the right amount of time	41%	32%	39%	37%	38%	66%	39%	42%	40%	44%	41%	39%	49%	42%	37%	39%	40%	42%	38%	44%	41%	49%	38%	35%	37%

Q6.[Excluding NS - Ron MacLean]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	57%	42%	61%	61%	65%	34%	71%	59%	52%	51%	56%	61%	61%	54%	63%	36%	61%	56%	60%	54%	55%	52%	58%	58%	62%
I would like to see less of him	8%	12%	6%	8%	5%	12%	4%	8%	6%	7%	9%	7%	6%	10%	7%	8%	5%	7%	7%	10%	6%	8%	7%	5%	11%
He's on for the right amount of time	36%	46%	33%	31%	30%	54%	25%	33%	41%	42%	35%	33%	33%	36%	30%	55%	35%	38%	33%	37%	39%	40%	35%	37%	27%

Q6.[Excluding NS.[Elliot Friedman]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	21%	24%	27%	18%	21%	11%	24%	21%	21%	16%	20%	26%	13%	19%	28%	23%	20%	20%	24%	17%	20%	21%	17%	24%	25%
I would like to see less of him	19%	24%	15%	20%	19%	21%	17%	20%	17%	17%	22%	17%	18%	23%	18%	17%	20%	13%	21%	17%	20%	24%	22%	11%	13%
He's on for the right amount of time	60%	52%	58%	62%	61%	68%	58%	59%	62%	67%	58%	57%	69%	58%	53%	61%	60%	66%	55%	66%	60%	55%	61%	65%	62%

Q6.[Excluding NS - Nick Kypreos]Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I would like to see more of him	15%	18%	15%	14%	13%	17%	12%	14%	16%	13%	14%	17%	11%	13%	17%	18%	15%	15%	23%	10%	9%	16%	12%	14%	21%
I would like to see less of him	28%	25%	24%	30%	33%	15%	26%	30%	21%	26%	28%	27%	30%	31%	31%	20%	23%	17%	22%	32%	30%	28%	30%	23%	27%
He's on for the right amount of time	58%	58%	60%	56%	54%	68%	62%	56%	64%	60%	58%	56%	60%	56%	52%	62%	62%	68%	56%	58%	61%	55%	58%	63%	52%

Q8.Some people say George Stroumboulopoulos is engaging as a main host, but doesn't know enough about hockey to satisfy the most diehard fans. Which statement best reflects your view?

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Stroumboulopoulos doesn't know enough about hockey to satisfy the most diehard fans	45%	41%	56%	49%	48%	32%	47%	50%	37%	33%	49%	53%	40%	54%	54%	25%	41%	49%	49%	42%	44%	38%	53%	49%	39%
Stroumboulopoulos has enough knowledge to do the job well	55%	59%	44%	51%	52%	68%	53%	50%	63%	67%	51%	47%	60%	46%	46%	75%	59%	51%	51%	58%	56%	62%	47%	51%	61%

Q9. Some people say Hockey Night in Canada is too focused on teams in Ontario and Quebec. Which statement best reflects your view?

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
The broadcasts are too focused on teams in Ontario and Quebec	34%	55%	61%	59%	22%	15%	26%	36%	33%	35%	37%	31%	35%	40%	31%	35%	33%	29%	35%	34%	34%	28%	35%	40%	39%
The broadcasts are properly balanced in their coverage of all Canadian NHL teams	66%	45%	39%	41%	78%	85%	74%	64%	67%	65%	63%	69%	65%	60%	69%	65%	67%	71%	65%	66%	66%	72%	65%	60%	61%

You can still watch hockey on CBC, but the show is produced and controlled by Rogers. Would you say:

	Total	Region						Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	MB/SK	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+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I miss the CBC broadcast a lot	37%	36%	36%	38%	44%	21%	38%	37%	38%	31%	42%	36%	33%	40%	35%	29%	47%	38%	37%	32%	42%	35%	39%	43%	29%
I still miss the CBC broadcast, but I'm getting used to the new format	39%	34%	39%	37%	37%	45%	50%	37%	41%	45%	38%	34%	40%	37%	35%	50%	38%	33%	35%	42%	40%	39%	38%	36%	43%
I don't miss the CBC broadcast at all	24%	30%	24%	25%	19%	34%	12%	26%	21%	24%	20%	29%	27%	23%	29%	21%	15%	29%	28%	25%	18%	26%	23%	21%	28%