

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1268	183	151	99	100	352	256	127	616	648	367	442	459	169	218	232	198	224	226	474	410	245	534	401	333	298	407	179

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

QW1. [Top2box] How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
NHL-National Hockey League	43%	43%	44%	31%	40%	45%	47%	25%	56%	31%	38%	45%	45%	40%	65%	59%	37%	26%	30%	36%	50%	54%	41%	47%	40%	53%	48%	35%
CFL-Canadian Football League	21%	28%	28%	50%	26%	16%	18%	16%	30%	13%	15%	21%	26%	16%	29%	39%	13%	13%	13%	20%	24%	23%	17%	26%	21%	29%	22%	15%
NFL-National Football League	21%	26%	14%	23%	18%	21%	23%	12%	32%	11%	17%	25%	20%	23%	37%	32%	12%	13%	7%	17%	24%	26%	19%	24%	20%	25%	23%	18%
MLB-Major League Baseball	20%	12%	17%	22%	9%	29%	16%	13%	28%	13%	14%	22%	23%	12%	34%	32%	15%	11%	13%	17%	24%	25%	19%	20%	21%	26%	22%	14%
NBA-National Basketball Association	13%	9%	11%	5%	8%	19%	11%	6%	19%	8%	17%	17%	6%	22%	27%	8%	14%	7%	4%	14%	14%	13%	13%	13%	12%	14%	6%	
MLS-Major League Soccer	13%	15%	5%	6%	10%	12%	19%	17%	17%	10%	18%	13%	10%	20%	19%	13%	16%	7%	7%	16%	12%	15%	11%	17%	12%	10%	14%	11%

QW1. [Bottom2box] How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
NHL-National Hockey League	57%	57%	56%	69%	60%	55%	53%	75%	44%	69%	62%	55%	55%	60%	35%	41%	63%	74%	70%	64%	50%	46%	59%	53%	60%	47%	52%	65%
CFL-Canadian Football League	79%	72%	72%	50%	74%	84%	82%	84%	70%	87%	85%	79%	74%	84%	71%	61%	87%	87%	87%	80%	76%	77%	83%	74%	79%	71%	78%	85%
NFL-National Football League	79%	74%	86%	77%	82%	79%	77%	88%	68%	89%	83%	75%	80%	77%	63%	68%	88%	87%	93%	83%	76%	74%	81%	76%	80%	75%	77%	82%
MLB-Major League Baseball	80%	88%	83%	78%	91%	71%	84%	87%	72%	87%	86%	78%	77%	88%	66%	68%	85%	89%	87%	83%	76%	75%	81%	80%	79%	74%	78%	86%
NBA-National Basketball Association	87%	91%	89%	95%	92%	81%	89%	94%	81%	92%	83%	83%	94%	78%	73%	92%	86%	93%	96%	86%	86%	87%	87%	87%	88%	86%	94%	
MLS-Major League Soccer	87%	85%	95%	94%	90%	88%	81%	83%	83%	90%	82%	87%	90%	80%	81%	87%	84%	93%	93%	84%	88%	85%	89%	83%	88%	90%	86%	89%

QW1 - NHL-National Hockey League- How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Very closely-I watch as many games as I can	18%	13%	17%	13%	18%	19%	24%	11%	26%	11%	16%	21%	17%	20%	30%	27%	12%	12%	8%	17%	21%	21%	20%	17%	16%	19%	20%	14%
Closely-I try to watch my favourites and stay up-to-date	25%	30%	27%	18%	21%	26%	24%	14%	30%	20%	22%	24%	27%	20%	35%	32%	24%	14%	22%	19%	29%	33%	21%	30%	24%	34%	28%	21%
Not very closely-I don't watch much, maybe a playoff game	26%	33%	27%	41%	28%	23%	22%	37%	22%	30%	26%	27%	26%	31%	18%	22%	23%	35%	30%	28%	21%	25%	25%	24%	31%	24%	24%	28%
I don't really follow this sport at all	31%	24%	29%	28%	32%	32%	31%	38%	21%	40%	35%	28%	30%	29%	17%	20%	41%	39%	40%	37%	29%	21%	33%	29%	29%	23%	28%	37%
Top2box	43%	43%	44%	31%	40%	45%	47%	25%	56%	31%	38%	45%	45%	40%	65%	59%	37%	26%	30%	36%	50%	54%	41%	47%	40%	53%	48%	35%
Bottom2box	57%	57%	56%	69%	60%	55%	53%	75%	44%	69%	62%	55%	55%	60%	35%	41%	63%	74%	70%	64%	50%	46%	59%	53%	60%	47%	52%	65%

QW1. - CFL-Canadian Football League- How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Very closely-I watch as many games as I can	9%	11%	15%	21%	14%	5%	8%	13%	15%	4%	7%	8%	12%	11%	11%	20%	4%	4%	3%	8%	12%	10%	10%	9%	8%	12%	8%	6%
Closely-I try to watch my favourites and stay up-to-date	12%	18%	13%	29%	13%	11%	11%	3%	15%	9%	7%	13%	14%	5%	18%	19%	9%	8%	9%	12%	12%	13%	7%	17%	13%	16%	14%	10%
Not very closely-I don't watch much, maybe a playoff game	28%	21%	36%	26%	32%	28%	27%	25%	31%	24%	24%	30%	28%	27%	34%	31%	22%	26%	25%	23%	31%	29%	24%	29%	31%	33%	30%	24%
I don't really follow this sport at all	52%	50%	36%	24%	42%	56%	55%	59%	40%	63%	61%	49%	46%	57%	37%	30%	65%	62%	62%	57%	45%	48%	59%	45%	49%	38%	48%	61%
Top2box	21%	28%	28%	50%	26%	16%	18%	16%	30%	13%	15%	21%	26%	16%	29%	39%	13%	13%	13%	20%	24%	23%	17%	26%	21%	29%	22%	15%
Bottom2box	79%	72%	72%	50%	74%	84%	82%	84%	70%	87%	85%	79%	74%	84%	71%	61%	87%	87%	87%	80%	76%	77%	83%	74%	79%	71%	78%	85%

QW1. - NFL-National Football League- How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Very closely-I watch as many games as I can	8%	5%	4%	8%	9%	9%	13%	3%	13%	4%	7%	10%	8%	10%	17%	13%	4%	4%	3%	7%	9%	11%	8%	9%	8%	8%	10%	8%
Closely-I try to watch my favourites and stay up-to-date	12%	20%	10%	15%	9%	13%	10%	9%	18%	7%	10%	15%	12%	14%	20%	20%	8%	9%	4%	10%	15%	14%	11%	15%	12%	17%	13%	10%
Not very closely-I don't watch much, maybe a playoff game	25%	20%	28%	22%	35%	27%	22%	30%	29%	22%	29%	25%	23%	34%	28%	25%	24%	21%	22%	26%	25%	27%	26%	23%	27%	25%	29%	18%
I don't really follow this sport at all	54%	55%	58%	55%	47%	51%	55%	58%	40%	67%	54%	51%	57%	42%	35%	43%	64%	66%	71%	57%	51%	47%	55%	53%	53%	50%	49%	64%
Top2box	21%	26%	14%	23%	18%	21%	23%	12%	32%	11%	17%	25%	20%	23%	37%	32%	12%	13%	7%	17%	24%	26%	19%	24%	20%	25%	23%	18%
Bottom2box	79%	74%	86%	77%	82%	79%	77%	88%	68%	89%	83%	75%	80%	77%	63%	68%	88%	87%	93%	83%	76%	74%	81%	76%	80%	75%	77%	82%

QW1. - MLB-Major League Baseball- How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Very closely-I watch as many games as I can	7%	3%	5%	3%	3%	12%	6%	6%	11%	4%	6%	7%	9%	6%	13%	13%	6%	1%	6%	7%	10%	7%	7%	8%	7%	10%	8%	7%
Closely-I try to watch my favourites and stay up-to-date	12%	9%	11%	19%	6%	17%	10%	7%	17%	9%	8%	15%	13%	7%	21%	20%	9%	10%	7%	10%	13%	18%	12%	13%	14%	16%	14%	7%
Not very closely-I don't watch much, maybe a playoff game	30%	35%	21%	33%	28%	32%	24%	37%	34%	26%	28%	28%	32%	33%	30%	37%	24%	27%	27%	30%	28%	34%	28%	30%	32%	32%	34%	24%
I don't really follow this sport at all	50%	53%	63%	45%	63%	39%	60%	50%	39%	61%	58%	49%	45%	54%	36%	30%	61%	62%	60%	53%	49%	41%	53%	50%	47%	42%	44%	62%
Top2box	20%	12%	17%	22%	9%	29%	16%	13%	28%	13%	14%	22%	23%	12%	34%	32%	15%	11%	13%	17%	24%	25%	19%	20%	21%	26%	22%	14%
Bottom2box	80%	88%	83%	78%	91%	71%	84%	87%	72%	87%	86%	78%	77%	88%	66%	68%	85%	89%	87%	83%	76%	75%	81%	80%	79%	74%	78%	86%

QW1. - NBA-National Basketball Association- How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Very closely-I watch as many games as I can	4%	4%	4%	3%	1%	5%	5%	3%	6%	3%	7%	5%	2%	9%	8%	2%	6%	2%	1%	5%	6%	3%	4%	5%	4%	4%	5%	1%
Closely-I try to watch my favourites and stay up-to-date	9%	6%	7%	2%	7%	14%	6%	3%	12%	5%	10%	12%	5%	13%	18%	6%	7%	5%	3%	9%	8%	9%	9%	8%	9%	8%	9%	5%
Not very closely-I don't watch much, maybe a playoff game	24%	24%	21%	25%	24%	27%	20%	32%	31%	18%	26%	23%	25%	35%	27%	32%	18%	19%	18%	21%	28%	26%	24%	23%	26%	27%	26%	18%
I don't really follow this sport at all	62%	67%	68%	70%	68%	54%	69%	61%	50%	74%	57%	61%	69%	44%	46%	60%	68%	75%	78%	65%	58%	61%	62%	64%	60%	61%	60%	76%
Top2box	13%	9%	11%	5%	8%	19%	11%	6%	19%	8%	17%	17%	6%	22%	27%	8%	14%	7%	4%	14%	14%	13%	13%	13%	13%	12%	14%	6%
Bottom2box	87%	91%	89%	95%	92%	81%	89%	94%	81%	92%	83%	83%	94%	78%	73%	92%	86%	93%	96%	86%	86%	87%	87%	87%	88%	86%	86%	94%

QW1. - MLS-Major League Soccer- How closely do you follow each of these professional sports leagues?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Very closely-I watch as many games as I can	4%	2%	4%	1%	1%	5%	6%	12%	6%	3%	9%	3%	2%	13%	5%	2%	6%	2%	2%	7%	3%	4%	7%	3%	3%	2%	2%	1%
Closely-I try to watch my favourites and stay up-to-date	9%	13%	4%	5%	9%	7%	13%	5%	11%	7%	9%	9%	7%	13%	12%	10%	6%	6%	9%	9%	11%	5%	14%	9%	8%	12%	10%	
Not very closely-I don't watch much, maybe a playoff game	25%	23%	27%	20%	25%	23%	30%	20%	29%	21%	23%	24%	28%	25%	28%	33%	21%	19%	24%	22%	31%	24%	24%	27%	24%	32%	19%	
I don't really follow this sport at all	62%	62%	69%	74%	64%	65%	51%	63%	54%	69%	60%	63%	61%	55%	53%	54%	63%	73%	69%	63%	57%	62%	64%	59%	60%	66%	54%	69%
Top2box	13%	15%	5%	6%	10%	12%	19%	17%	17%	10%	18%	13%	10%	20%	19%	13%	16%	7%	7%	16%	12%	15%	11%	17%	12%	10%	14%	11%
Bottom2box	87%	85%	95%	94%	90%	88%	81%	83%	83%	90%	82%	87%	90%	80%	81%	87%	84%	93%	93%	84%	88%	85%	89%	83%	88%	90%	86%	89%

Watch CFL	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	614	91	102	78	62	166	123	49	371	241	143	224	248	73	138	163	70	86	85	204	224	127	220	222	172	184	213	69

QW2. Thinking about the Canadian Football League over time would you say:

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
The CFL more exciting today than it was five years ago	33%	33%	32%	35%	35%	42%	17%	44%	36%	29%	36%	32%	32%	37%	33%	38%	36%	29%	22%	37%	33%	30%	40%	30%	28%	37%	31%	32%
The CFL is basically the same as it was five years ago	57%	61%	65%	54%	58%	50%	62%	47%	53%	63%	54%	56%	59%	52%	53%	53%	55%	62%	70%	55%	55%	59%	52%	63%	56%	55%	57%	64%
The CFL more boring than it was five years ago	10%	5%	3%	12%	7%	8%	22%	9%	11%	9%	10%	12%	9%	11%	14%	9%	9%	9%	8%	8%	12%	11%	8%	8%	16%	9%	12%	5%

Sample size	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1268	183	151	99	100	352	256	127	616	648	367	442	459	169	218	232	198	224	226	474	410	245	534	401	333	298	407	179

QW2. Thinking about the Canadian Football League over time would you say:

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
The CFL more exciting today than it was five years ago	16%	17%	21%	26%	20%	18%	7%	18%	21%	11%	14%	16%	17%	16%	21%	26%	13%	11%	8%	16%	18%	15%	17%	16%	15%	23%	16%	12%
The CFL is basically the same as it was five years ago	27%	30%	42%	41%	33%	22%	28%	19%	32%	23%	21%	28%	32%	23%	33%	37%	19%	24%	26%	23%	30%	31%	21%	35%	29%	34%	30%	25%
The CFL more boring than it was five years ago	5%	3%	2%	9%	4%	3%	10%	4%	7%	3%	4%	6%	5%	5%	9%	6%	3%	3%	3%	4%	7%	6%	3%	4%	8%	6%	6%	2%
Do not watch CFL	52%	50%	36%	24%	42%	56%	55%	59%	40%	63%	61%	49%	46%	57%	37%	30%	65%	62%	62%	57%	45%	48%	59%	45%	49%	38%	48%	61%

Watch CFL and NFL	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	713	111	105	79	69	197	142	52	431	279	189	263	261	103	165	166	86	99	95	240	248	159	279	238	196	195	247	78

QW3. Thinking about football, which of these two professional leagues do you prefer?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
CFL – the? Canadian Football League	39%	50%	50%	82%	60%	27%	32%	39%	37%	40%	31%	35%	47%	26%	34%	48%	37%	38%	46%	37%	40%	41%	36%	42%	38%	43%	38%	35%
NFL – The National football League	39%	32%	18%	6%	25%	48%	51%	32%	40%	37%	53%	41%	27%	61%	41%	26%	44%	41%	27%	38%	41%	40%	41%	36%	40%	33%	41%	50%
No preference/Both equally	22%	18%	32%	12%	15%	25%	16%	29%	22%	22%	16%	23%	26%	13%	25%	26%	20%	20%	27%	25%	20%	19%	22%	22%	23%	24%	21%	15%

Watch CFL and NFL	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1268	183	151	99	100	352	256	127	616	648	367	442	459	169	218	232	198	224	226	474	410	245	534	401	333	298	407	179

QW3. Thinking about football, which of these two professional leagues do you prefer?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
CFL – the? Canadian Football League	22%	27%	33%	62%	42%	15%	17%	17%	26%	17%	16%	21%	27%	16%	25%	34%	16%	17%	19%	19%	24%	27%	19%	25%	22%	28%	23%	15%
NFL – The National football League	22%	18%	12%	5%	17%	27%	27%	14%	28%	16%	27%	25%	15%	37%	31%	19%	19%	18%	11%	19%	25%	26%	22%	21%	23%	22%	25%	22%
No preference/Both equally	13%	10%	21%	9%	10%	14%	9%	12%	16%	10%	8%	14%	15%	8%	19%	18%	8%	9%	11%	13%	12%	12%	12%	13%	16%	13%	7%	
Do not watch both	44%	45%	35%	24%	31%	44%	47%	57%	30%	57%	49%	40%	43%	39%	25%	28%	57%	56%	58%	49%	40%	35%	48%	41%	41%	34%	39%	56%

Watch CFL and NFL	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	713	111	105	79	69	197	142	52	431	279	189	263	261	103	165	166	86	99	95	240	248	159	279	238	196	195	247	78

QW4. If you could watch just one game, would it be the Super Bowl or the Grey Cup?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Grey Cup	45%	53%	60%	83%	63%	36%	34%	52%	46%	44%	31%	41%	59%	31%	40%	61%	31%	42%	57%	52%	39%	45%	47%	46%	42%	58%	41%	38%
Super Bowl	55%	47%	40%	17%	37%	64%	66%	48%	54%	56%	69%	59%	41%	69%	60%	39%	69%	58%	43%	48%	61%	55%	53%	54%	58%	42%	59%	62%

	Total	Region							Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1268	183	151	99	100	352	256	127	616	648	367	442	459	169	218	232	198	224	226	474	410	245	534	401	333	298	407	179

QW4. If you could watch just one game, would it be the Super Bowl or the Grey Cup?

	Total	Region							Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		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+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Grey Cup	25%	29%	39%	63%	44%	20%	18%	22%	32%	19%	16%	24%	34%	19%	30%	43%	14%	19%	24%	26%	24%	29%	24%	27%	24%	38%	25%	17%
Super Bowl	31%	26%	26%	13%	26%	36%	35%	21%	38%	24%	35%	35%	23%	42%	45%	28%	30%	26%	18%	24%	37%	36%	28%	32%	34%	28%	36%	27%
Do not watch both	44%	45%	35%	24%	31%	44%	47%	57%	30%	57%	49%	40%	43%	39%	25%	28%	57%	56%	58%	49%	40%	35%	48%	41%	41%	34%	39%	56%