

	Total	Province							Geo Type		Gender		Age			Gender-Age					HHI			Education			Visible Minority			Language		
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
Sample Size	1515	196	179	50	61	557	362	110	1279	236	742	773	420	508	587	213	250	279	207	258	308	347	454	521	570	464	481	74	193	1247	1250	265

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing “**%” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution. Because its small population precludes drawing discrete samples over multiple waves, data on Prince Edward Island is not released.

QW1. [CFL – Canadian Football League] how closely do you follow each of these professional sports leagues?

	Total	Province							Geo Type		Gender		Age			Gender-Age					HHI			Education			Visible Minority			Language		
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
Very closely – I watch as many games as I can	6%	6%	9%	12%	31%	5%	3%	3%	6%	6%	9%	3%	5%	6%	7%	7%	7%	12%	2%	5%	3%	8%	6%	5%	7%	7%	4%	12%	3%	6%	7%	3%
Closely - I try to watch my favourites and stay up-to-date	10%	15%	17%	19%	19%	8%	5%	6%	10%	11%	12%	8%	6%	10%	12%	4%	13%	18%	9%	7%	8%	10%	8%	11%	10%	9%	10%	19%	10%	9%	11%	6%
Not very closely – I don't watch much, maybe a playoff game	29%	27%	31%	41%	19%	29%	28%	29%	30%	25%	32%	26%	24%	32%	30%	31%	34%	32%	18%	30%	27%	23%	31%	30%	28%	31%	29%	24%	23%	30%	29%	29%
I don't really follow this sport at all	55%	52%	43%	28%	32%	57%	64%	63%	55%	57%	47%	63%	64%	53%	51%	58%	47%	38%	71%	59%	62%	58%	55%	54%	55%	54%	57%	44%	64%	54%	54%	62%
Top2box	16%	20%	26%	31%	50%	13%	8%	9%	16%	18%	21%	11%	11%	15%	20%	11%	19%	29%	11%	11%	11%	18%	14%	16%	17%	16%	14%	32%	13%	15%	17%	9%
Bottom2box	84%	80%	74%	69%	50%	87%	92%	91%	84%	82%	79%	89%	89%	85%	80%	89%	81%	71%	89%	89%	89%	82%	86%	84%	83%	84%	86%	68%	87%	85%	83%	91%

QW1. [NFL – National Football League] how closely do you follow each of these professional sports leagues?

	Total	Province							Geo Type		Gender		Age			Gender-Age					HHI			Education			Visible Minority			Language		
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
Very closely – I watch as many games as I can	8%	7%	6%	12%	10%	9%	5%	13%	8%	5%	12%	4%	7%	11%	6%	12%	16%	10%	2%	7%	3%	6%	9%	9%	9%	9%	7%	8%	8%	8%	9%	6%
Closely - I try to watch my favourites and stay up-to-date	12%	15%	10%	6%	16%	12%	10%	10%	12%	11%	17%	6%	12%	12%	11%	14%	18%	19%	10%	6%	4%	13%	9%	13%	12%	11%	11%	16%	13%	11%	11%	12%
Not very closely – I don't watch much, maybe a playoff game	26%	21%	31%	33%	24%	27%	26%	19%	26%	25%	27%	25%	24%	29%	25%	23%	28%	29%	25%	30%	22%	23%	26%	29%	26%	26%	26%	26%	26%	26%	26%	26%
I don't really follow this sport at all	54%	57%	52%	49%	50%	51%	59%	59%	54%	58%	44%	65%	57%	48%	58%	52%	38%	43%	63%	57%	71%	58%	55%	49%	53%	53%	56%	49%	54%	55%	54%	56%
Top2box	20%	22%	16%	18%	26%	22%	15%	22%	20%	16%	29%	10%	19%	23%	17%	26%	34%	28%	12%	13%	7%	19%	19%	22%	21%	20%	18%	25%	21%	19%	20%	18%
Bottom2box	80%	78%	84%	82%	74%	78%	85%	78%	80%	84%	71%	90%	81%	77%	83%	74%	66%	72%	88%	87%	93%	81%	81%	78%	79%	80%	82%	75%	79%	81%	80%	82%

QF1. Awareness of Buffalo Bills Damar Hamlin collapsed on the field.

	Total	Province							Geo Type		Gender		Age			Gender-Age					HHI			Education			Visible Minority			Language		
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
Watched it live	9%	9%	9%	3%	10%	13%	6%	7%	10%	8%	12%	6%	10%	9%	12%	13%	11%	7%	6%	7%	9%	8%	11%	10%	8%	10%	10%	8%	9%	10%	6%	
Saw some of the coverage the night it happened	36%	41%	40%	50%	35%	42%	23%	31%	36%	35%	37%	35%	30%	36%	41%	36%	36%	39%	24%	36%	43%	31%	39%	38%	38%	34%	36%	37%	35%	36%	39%	22%
Saw some coverage in the following days	37%	35%	36%	32%	33%	33%	44%	45%	36%	46%	37%	38%	31%	38%	41%	28%	38%	42%	34%	38%	41%	36%	37%	37%	34%	42%	36%	32%	32%	38%	35%	47%
Didn't know about it until now	17%	15%	15%	16%	22%	12%	27%	16%	18%	12%	14%	21%	30%	17%	9%	24%	12%	8%	36%	21%	10%	24%	16%	14%	18%	16%	18%	21%	25%	16%	16%	25%
Net: Aware	83%	85%	85%	84%	78%	88%	73%	84%	82%	88%	86%	79%	70%	83%	91%	76%	88%	92%	64%	79%	90%	76%	84%	86%	82%	84%	82%	79%	75%	84%	84%	75%

QF2. Does this sort of incident change how you feel about watching contact sports, or is it just an unfortunate part of the game?

Sample Size, only those who follow professional sports	1190	151	146	41	50	449	263	82	1006	176	626	564	319	408	463	174	216	236	145	192	227	260	362	419	444	364	382	57	158	975	986	204
	Total	Province							Geo Type		Gender		Age			Gender-Age					HHI			Education			Visible Minority			Language		
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
Yes, I'm probably going to watch less after this	7%	8%	6%	6%	9%	7%	8%	6%	8%	3%	6%	10%	11%	7%	6%	9%	5%	3%	13%	9%	8%	8%	10%	6%	5%	7%	10%	8%	10%	7%	8%	6%
It makes me upset for a while, but won't change my viewing habits	34%	32%	31%	36%	29%	36%	35%	33%	35%	33%	29%	40%	33%	31%	39%	28%	26%	34%	40%	36%	43%	37%	33%	34%	30%	38%	28%	29%	36%	35%	33%	
It doesn't really affect me personally, just an unfortunate part of the game	58%	60%	63%	58%	61%	56%	56%	61%	57%	64%	65%	51%	56%	63%	56%	63%	69%	63%	48%	55%	48%	55%	58%	60%	61%	62%	51%	64%	61%	57%	58%	61%

QF3. In recent years, there has been increased awareness of the potential of head injuries – like concussions - in professional sports like hockey and football. Has this affected your viewing of contact sports in recent years?

	Total	Province							Geo Type		Gender		Age			Gender-Age					HHI			Education			Visible Minority			Language		
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
	Yes, I watch less now	11%	11%	10%	12%	14%	9%	13%	12%	12%	4%	8%	14%	15%	9%	9%	14%	6%	5%	16%	12%	13%	14%	10%	9%	8%	9%	16%	11%	15%	10%	11%
I think about it more but watch about the same	53%	52%	57%	48%	53%	55%	50%	48%	52%	56%	52%	54%	48%	52%	58%	49%	50%	54%	47%	53%	61%	52%	53%	54%	51%	53%	55%	56%	45%	54%	53%	52%
I don't really think about it	36%	37%	34%	40%	34%	36%	37%	40%	36%	40%	40%	32%	37%	39%	33%	37%	43%	40%	37%	35%	26%	33%	36%	37%	41%	38%	29%	33%	40%	36%	36%	37%

QF4. Assuming you were talented enough and had the opportunity to be a professional NFL football player, and you were going to be paid \$5 million a year, would you take that opportunity, or is it too much of a health risk for you?

	Total	Province							Geo Type		Gender		Age			Gender-Age					HHI			Education			Visible Minority			Language		
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
	Yes, I would totally do it for as long as possible	52%	54%	51%	61%	58%	49%	52%	55%	51%	60%	62%	41%	45%	60%	50%	50%	69%	65%	39%	49%	35%	47%	51%	57%	59%	52%	44%	63%	46%	52%	51%
I'd do it for a year or two then get out	30%	34%	35%	33%	32%	29%	25%	31%	30%	27%	27%	33%	38%	24%	29%	35%	24%	24%	42%	24%	35%	32%	32%	26%	25%	29%	36%	34%	34%	29%	32%	19%
I would only do it if I could play Quarterback	2%	3%	3%	3%	1%	4%			2%	2%	2%	3%	3%	1%	3%	4%	0%	1%	2%	2%	4%	3%	2%	2%	2%	3%		4%	2%	2%	4%	
No, too risky/not worth it	16%	8%	10%	5%	7%	20%	19%	14%	17%	11%	9%	23%	14%	15%	18%	11%	7%	11%	18%	24%	26%	18%	15%	14%	13%	17%	18%	2%	16%	17%	15%	20%
Top2box	82%	88%	87%	95%	90%	78%	77%	86%	81%	87%	89%	74%	83%	84%	79%	85%	93%	88%	80%	74%	70%	79%	83%	83%	85%	81%	80%	98%	80%	81%	83%	76%
Bottom2box	18%	12%	13%	5%	10%	22%	23%	14%	19%	13%	11%	26%	17%	16%	21%	15%	7%	12%	20%	26%	30%	21%	17%	17%	15%	19%	20%	2%	20%	19%	17%	24%