

	Total	Province						Geo Type		Gender		Age			Gender-Age						Age (Fine)						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+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	College/ Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
Sample Size	1515	196	179	111	557	362	110	1279	236	742	773	420	508	587	213	250	279	207	258	308	71	349	281	227	235	352	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

QW1. [NHL - National Hockey League] how closely do you follow each of these professional sports leagues?

	Total	Province						Geo Type		Gender		Age			Gender-Age						Age (Fine)						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+	18-24	25-34	35-44	45-54	55-64	65+	<\$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	12%	10%	17%	15%	12%	8%	14%	12%	11%	16%	7%	10%	15%	10%	13%	19%	17%	7%	10%	5%	12%	9%	12%	18%	13%	9%	14%	11%	12%	16%	10%	9%	15%	10%	12%	13%	8%
Closely - I try to watch my favourites and stay up to-date	24%	25%	26%	24%	25%	20%	28%	25%	21%	30%	19%	24%	24%	24%	29%	30%	29%	19%	19%	19%	23%	24%	23%	26%	24%	24%	21%	24%	25%	22%	28%	24%	32%	21%	24%	25%	21%
Not very closely – I don't watch much, maybe a playoff game	36%	38%	36%	35%	36%	36%	30%	36%	36%	31%	40%	35%	34%	38%	33%	28%	32%	37%	39%	43%	40%	34%	33%	34%	35%	40%	33%	37%	36%	34%	34%	39%	24%	38%	36%	35%	37%
I don't really follow this sport at all	28%	27%	21%	26%	27%	36%	28%	28%	32%	23%	34%	31%	27%	28%	24%	23%	21%	38%	31%	33%	24%	32%	32%	21%	28%	28%	32%	28%	26%	28%	29%	29%	31%	28%	27%	34%	
Top2box	36%	35%	43%	39%	37%	28%	42%	37%	33%	46%	26%	34%	39%	35%	42%	49%	46%	26%	29%	24%	35%	34%	35%	44%	37%	33%	35%	39%	37%	37%	38%	32%	47%	31%	36%	38%	29%
Bottom2box	64%	65%	57%	61%	63%	72%	58%	63%	67%	54%	74%	66%	61%	65%	58%	51%	54%	74%	71%	76%	65%	66%	65%	56%	63%	67%	65%	65%	63%	62%	68%	53%	69%	64%	62%	71%	

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

	Total	Province						Geo Type		Gender		Age			Gender-Age						Age (Fine)						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+	18-24	25-34	35-44	45-54	55-64	65+	<\$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%	22%	5%	3%	3%	6%	6%	9%	3%	5%	6%	7%	7%	7%	12%	2%	5%	3%	9%	4%	5%	6%	8%	7%	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%	8%	5%	6%	10%	11%	12%	8%	6%	10%	12%	4%	13%	18%	9%	7%	8%	7%	6%	8%	11%	10%	14%	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%	29%	29%	28%	29%	30%	25%	32%	26%	24%	32%	30%	31%	34%	32%	18%	30%	27%	26%	24%	29%	36%	32%	28%	23%	31%	30%	28%	31%	29%	24%	23%	30%	29%	29%
I don't really follow this sport at all	55%	52%	43%	30%	57%	64%	63%	55%	57%	47%	63%	64%	53%	51%	58%	47%	38%	71%	59%	62%	58%	66%	58%	47%	50%	51%	58%	55%	54%	55%	54%	57%	44%	64%	54%	54%	62%
Top2box	16%	20%	26%	41%	13%	8%	9%	16%	18%	21%	11%	11%	15%	20%	11%	19%	29%	11%	11%	11%	16%	10%	13%	18%	18%	21%	18%	14%	16%	17%	16%	14%	32%	13%	15%	17%	9%
Bottom2box	84%	80%	74%	59%	87%	92%	91%	84%	82%	79%	89%	89%	85%	80%	89%	81%	71%	89%	89%	89%	84%	90%	87%	82%	82%	79%	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						Age (Fine)						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+	18-24	25-34	35-44	45-54	55-64	65+	<\$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%	11%	9%	5%	13%	8%	5%	12%	4%	7%	11%	6%	12%	16%	10%	2%	7%	3%	8%	7%	10%	13%	8%	5%	6%	9%	9%	9%	7%	8%	8%	8%	9%	6%	
Closely - I try to watch my favourites and stay up to-date	12%	15%	10%	11%	12%	10%	10%	12%	11%	17%	6%	12%	12%	11%	14%	18%	19%	10%	6%	4%	11%	12%	11%	13%	10%	12%	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%	28%	27%	26%	19%	26%	25%	27%	25%	24%	29%	25%	23%	28%	29%	25%	30%	22%	23%	24%	29%	29%	26%	25%	23%	26%	29%	26%	26%	26%	26%	26%	26%	26%	26%
I don't really follow this sport at all	54%	57%	52%	49%	51%	59%	59%	54%	58%	44%	65%	57%	48%	58%	52%	38%	43%	63%	57%	71%	58%	57%	50%	45%	56%	59%	58%	55%	49%	53%	53%	56%	49%	54%	55%	54%	56%
Top2box	20%	22%	16%	22%	22%	15%	22%	20%	16%	29%	10%	19%	23%	17%	26%	34%	28%	12%	13%	7%	19%	19%	21%	26%	18%	17%	19%	22%	21%	20%	18%	25%	21%	19%	20%	18%	
Bottom2box	80%	78%	84%	78%	78%	85%	78%	80%	84%	71%	90%	81%	77%	83%	74%	66%	72%	88%	87%	93%	81%	81%	79%	74%	82%	83%	81%	81%	78%	79%	80%	82%	75%	79%	81%	80%	82%

QW1. [MLB – Major League Baseball] how closely do you follow each of these professional sports leagues?

	Total	Province						Geo Type		Gender		Age			Gender-Age						Age (Fine)						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+	18-24	25-34	35-44	45-54	55-64	65+	<\$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%	3%	5%	7%	9%	1%	10%	6%	6%	7%	5%	6%	5%	7%	8%	6%	8%	4%	4%	6%	5%	6%	4%	6%	6%	7%	9%	4%	6%	8%	4%	5%	7%	3%	6%	7%	2%
Closely - I try to watch my favourites and stay up to-date	13%	11%	12%	10%	21%	5%	12%	14%	11%	19%	9%	11%	13%	15%	13%	20%	22%	9%	7%	9%	13%	10%	11%	16%	17%	14%	11%	13%	16%	14%	12%	11%	15%	13%	15%	15%	6%
Not very closely – I don't watch much, maybe a playoff game	25%	29%	26%	34%	27%	18%	26%	25%	26%	27%	24%	21%	29%	25%	25%	28%	28%	17%	31%	23%	19%	21%	28%	31%	25%	25%	21%	27%	27%	25%	26%	30%	26%	25%	27%	19%	
I don't really follow this sport at all	55%	57%	56%	49%	43%	75%	52%	55%	57%	47%	63%	63%	52%	53%	55%	46%	42%	71%	58%	63%	63%	63%	56%	47%	51%	54%	59%	56%	51%	53%	57%	56%	52%	55%	55%	51%	74%
Top2box	19%	14%	17%	17%	30%	6%	22%	20%	17%	26%	13%	16%	19%	22%	20%	26%	30%	13%	11%	15%	18%	16%	16%	22%	23%	21%	22%	22%	18%	18%	18%	18%	19%	20%	22%	7%	
Bottom2box	81%	86%	83%	83%	70%	94%	78%	80%	83%	74%	87%	84%	81%	78%	80%	74%	70%	87%	89%	85%	82%	84%	84%	78%	77%	79%	80%	83%	78%	78%	82%	82%	82%	81%	80%	78%	93%

QW1. [NBA – National Basketball Association] how closely do you follow each of these professional sports leagues?

	Total	Province						Geo Type		Gender		Age			Gender-Age			Age (Fine)						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+	18-24	25-34	35-44	45-54	55-64	65+	<\$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	3%	2%	1%	3%	5%	2%	3%	3%	1%	4%	2%	5%	3%	2%	8%	4%	2%	3%	1%	2%	6%	5%	3%	2%	2%	2%	5%	3%	3%	3%	3%	3%	3%	12%	21%	8%	3%
Closely - I try to watch my favourites and stay up to-date	10%	7%	10%	11%	14%	4%	8%	10%	5%	11%	8%	14%	11%	6%	16%	13%	6%	11%	8%	5%	19%	13%	9%	13%	7%	5%	11%	9%	9%	7%	8%	13%	12%	21%	8%	11%	4%		
Not very closely – I don't watch much, maybe a playoff game	22%	20%	25%	22%	27%	15%	24%	24%	15%	24%	21%	20%	25%	22%	22%	24%	26%	18%	25%	19%	18%	21%	23%	27%	24%	21%	18%	20%	27%	21%	20%	27%	20%	22%	23%	24%	15%		
I don't really follow this sport at all	65%	70%	64%	64%	55%	79%	65%	63%	80%	60%	70%	61%	62%	70%	54%	59%	65%	68%	66%	75%	57%	62%	65%	58%	67%	73%	66%	69%	61%	69%	68%	57%	65%	52%	67%	62%	80%		
Top2box	13%	9%	11%	14%	19%	9%	11%	14%	6%	16%	10%	19%	13%	7%	24%	17%	8%	14%	10%	7%	25%	18%	12%	15%	9%	6%	16%	11%	12%	10%	12%	16%	15%	26%	10%	14%	5%		
Bottom2box	87%	91%	89%	86%	81%	95%	89%	86%	94%	84%	90%	81%	87%	93%	76%	83%	92%	86%	90%	93%	75%	82%	88%	85%	91%	94%	84%	89%	88%	90%	88%	84%	85%	74%	90%	86%	95%		

QW1. [MLS – Major League Soccer] how closely do you follow each of these professional sports leagues?

	Total	Province						Geo Type		Gender		Age			Gender-Age			Age (Fine)						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+	18-24	25-34	35-44	45-54	55-64	65+	<\$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	2%	2%	0%	1%	2%	2%	3%	2%	1%	2%	1%	3%	2%	1%	4%	2%	1%	1%	2%	0%	3%	3%	3%	0%	1%	1%	4%	0%	1%	2%	1%	2%	4%	1%	2%
Closely - I try to watch my favourites and stay up to-date	7%	7%	4%	3%	9%	6%	4%	8%	2%	6%	7%	9%	5%	7%	9%	5%	6%	9%	6%	7%	14%	8%	3%	8%	6%	7%	9%	7%	5%	8%	6%	6%	11%	13%	6%	7%	5%
Not very closely – I don't watch much, maybe a playoff game	23%	25%	23%	22%	24%	21%	19%	24%	15%	24%	21%	17%	25%	26%	18%	25%	29%	16%	25%	22%	8%	19%	22%	29%	24%	26%	22%	23%	22%	20%	22%	27%	12%	23%	23%	23%	24%
I don't really follow this sport at all	69%	66%	73%	74%	64%	71%	74%	66%	82%	67%	70%	72%	68%	67%	69%	68%	64%	74%	68%	70%	75%	71%	72%	63%	69%	66%	65%	70%	71%	70%	70%	65%	73%	63%	69%	68%	70%
Top2box	9%	9%	4%	4%	11%	8%	7%	9%	3%	9%	8%	12%	7%	8%	13%	7%	8%	10%	8%	7%	17%	11%	7%	8%	7%	8%	13%	7%	6%	10%	8%	8%	14%	14%	7%	9%	7%
Bottom2box	91%	91%	96%	96%	89%	92%	93%	91%	97%	91%	92%	88%	93%	92%	87%	93%	92%	90%	92%	93%	83%	89%	93%	92%	93%	92%	87%	93%	94%	90%	92%	92%	86%	86%	93%	91%	93%

QW2. Thinking about football, which of these two professional leagues do you prefer?

Watch Football	835	106	116	80	303	169	53	705	122	485	350	207	298	329	119	171	194	88	127	135	38	170	158	140	128	201	172	252	310	311	258	266	46	99	690	702	133
	Total	Province						Geo Type		Gender		Age			Gender-Age			Age (Fine)						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+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	College/ Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
		CFL – The Canadian Football League	36%	39%	52%	77%	31%	22%	20%	35%	41%	35%	37%	31%	27%	48%	29%	25%	48%	32%	29%	48%	42%	28%	26%	28%	41%	53%	42%	37%	34%	35%	37%	38%	52%	29%	36%
NFL – The National Football League	44%	39%	27%	17%	50%	59%	47%	46%	33%	46%	42%	55%	54%	28%	58%	56%	30%	52%	52%	25%	53%	56%	54%	55%	36%	23%	39%	45%	51%	43%	45%	46%	42%	49%	44%	41%	62%
No preference/Both equally	19%	22%	21%	7%	19%	19%	33%	19%	26%	18%	21%	14%	19%	24%	13%	19%	21%	15%	19%	27%	6%	16%	20%	17%	23%	24%	19%	18%	16%	23%	19%	16%	5%	22%	20%	20%	16%

QW3. If you could watch just one game, would it be the Super Bowl or the Grey Cup?

Watch Football	835	106	116	80	303	169	53	705	122	485	350	207	298	329	119	171	194	88	127	135	38	170	158	140	128	201	172	252	310	311	258	266	46	99	690	702	133
	Total	Province						Geo Type		Gender		Age			Gender-Age			Age (Fine)						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+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	College/ Trade school	Univ+	Indigenous	Visible Minority	Non Visible Min	English	French
		Grey Cup	38%	41%	58%	70%	34%	22%	26%	37%	47%	35%	42%	30%	26%	55%	27%	22%	52%	33%	31%	59%	38%	28%	25%	27%	51%	57%	50%	40%	30%	41%	37%	37%	50%	27%	39%
Super Bowl	62%	59%	42%	30%	66%	78%	74%	63%	53%	65%	58%	70%	74%	45%	73%	78%	48%	67%	69%	41%	62%	72%	75%	73%	49%	43%	50%	60%	70%	59%	63%	63%	50%	73%	61%	58%	79%