

Total	Region						Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income			Household Income (Fine)						Education					Federal Vote 2021											Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French						
2624	399	320	182	903	634	186	2223	401	1279	1344	700	844	1080	355	415	510	345	430	570	124	575	515	330	480	600	615	859	832	217	398	859	489	213	130	900	887	837	753	713	392	158	73	24	261	129	344	2150	2141	483						

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.

S1. [Top30x] Today we have some questions about sports. First, how closely do you normally follow each of these professional sports leagues?

Total	Region						Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income			Household Income (Fine)						Education					Federal Vote 2021											Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French						
NHL - National Hockey League	73%	72%	76%	73%	75%	70%	73%	73%	73%	80%	66%	71%	77%	72%	79%	83%	79%	63%	71%	65%	70%	71%	76%	78%	73%	71%	67%	74%	77%	66%	67%	74%	78%	76%	77%	72%	72%	76%	74%	71%	72%	71%	80%	66%	79%	71%	73%	74%	69%						
CFL - Canadian Football League	46%	48%	57%	69%	43%	41%	34%	46%	49%	55%	38%	38%	47%	50%	45%	56%	61%	31%	38%	41%	37%	39%	46%	48%	48%	52%	42%	47%	48%	41%	43%	47%	49%	47%	46%	48%	47%	43%	52%	45%	43%	47%	45%	54%	38%	57%	42%	46%	47%	40%					
NFL - National Football League	49%	48%	50%	50%	50%	48%	43%	49%	47%	61%	37%	50%	52%	46%	59%	63%	59%	40%	41%	33%	43%	51%	51%	52%	48%	44%	41%	52%	53%	42%	40%	52%	54%	49%	55%	48%	49%	50%	54%	46%	40%	45%	57%	55%	48%	60%	50%	48%	49%	47%					
MLB - Major League Baseball	50%	45%	47%	43%	61%	36%	51%	50%	50%	60%	40%	43%	52%	53%	52%	61%	64%	33%	42%	43%	48%	42%	51%	52%	52%	53%	42%	54%	53%	42%	42%	54%	53%	54%	52%	52%	49%	48%	56%	52%	43%	36%	58%	39%	44%	54%	50%	49%	53%	34%					
NBA - National Basketball Association	40%	38%	33%	26%	53%	29%	39%	42%	32%	47%	34%	47%	45%	32%	54%	52%	37%	40%	39%	28%	44%	48%	50%	38%	32%	32%	35%	40%	47%	36%	34%	40%	47%	46%	48%	40%	34%	48%	37%	48%	36%	25%	48%	36%	48%	44%	60%	37%	43%	27%					
MLS - Major League Soccer	34%	35%	28%	27%	38%	32%	33%	35%	27%	40%	29%	33%	33%	35%	41%	39%	40%	28%	28%	31%	31%	34%	35%	31%	34%	36%	34%	33%	36%	34%	34%	33%	37%	31%	39%	32%	32%	38%	31%	37%	28%	34%	39%	45%	38%	42%	48%	31%	35%	29%					
PGA - Professional Golf Association	35%	33%	39%	30%	40%	29%	39%	36%	34%	44%	28%	33%	32%	40%	41%	42%	47%	24%	22%	34%	29%	33%	31%	33%	38%	42%	28%	38%	39%	29%	27%	38%	38%	37%	45%	36%	34%	36%	44%	37%	23%	31%	42%	31%	31%	38%	36%	35%	37%	27%					

S1. [NHL-National Hockey League] Today we have some questions about sports. First, how closely do you normally follow each of these professional sports leagues?

Total	Region						Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income			Household Income (Fine)						Education					Federal Vote 2021											Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French						
Very closely - I watch as much as I can	14%	14%	16%	13%	15%	14%	13%	15%	13%	21%	8%	14%	14%	15%	23%	19%	21%	5%	10%	8%	10%	15%	15%	13%	17%	13%	11%	16%	16%	8%	12%	16%	17%	19%	11%	17%	14%	12%	17%	13%	14%	18%	18%	7%	12%	21%	14%	14%	15%	13%					
Closely - try to watch my favourites and stay up to date	23%	20%	30%	23%	23%	22%	23%	23%	23%	38%	19%	24%	25%	21%	26%	32%	25%	22%	19%	17%	28%	23%	25%	27%	21%	20%	21%	23%	26%	25%	19%	23%	25%	25%	30%	23%	22%	24%	26%	24%	18%	21%	21%	12%	22%	24%	22%	23%	23%	22%					
Not very closely - don't watch much, maybe a playoff game/major tournament	36%	37%	30%	37%	37%	34%	38%	36%	36%	32%	40%	33%	37%	37%	30%	32%	33%	36%	42%	40%	32%	33%	36%	38%	36%	38%	34%	35%	35%	32%	36%	35%	36%	33%	36%	32%	36%	39%	34%	36%	39%	33%	31%	61%	31%	34%	35%	36%	36%	34%					
I don't follow this sport at all	27%	28%	24%	27%	25%	30%	27%	27%	27%	20%	34%	29%	23%	28%	21%	17%	21%	37%	29%	35%	30%	29%	24%	22%	27%	29%	33%	26%	23%	34%	33%	26%	22%	24%	23%	28%	28%	24%	24%	26%	29%	28%	29%	20%	34%	21%	29%	27%	26%	31%					
Followers	38%	34%	46%	36%	38%	36%	36%	38%	37%	49%	27%	38%	40%	35%	49%	51%	47%	27%	29%	25%	38%	38%	40%	40%	38%	33%	32%	39%	42%	33%	32%	39%	42%	43%	41%	40%	36%	37%	42%	37%	32%	39%	40%	20%	34%	45%	36%	37%	38%	35%					

S1. [CFL - Canadian Football League] Today we have some questions about sports. First, how closely do you normally follow each of these professional sports leagues?

Total	Region						Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income			Household Income (Fine)						Education					Federal Vote 2021											Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French						
Very closely - I watch as much as I can	5%	8%	9%	13%	3%	4%	9%	9%	7%	3%	4%	4%	7%	5%	4%	11%	4%	3%	3%	4%	5%	4%	3%	7%	7%	4%	6%	5%	6%	4%	6%	7%	3%	3%	6%	5%	4%	7%	4%	5%	5%	12%	2%	3%	14%	6%	5%	5%	4%						
Closely - try to watch my favourites and stay up to date	11%	12%	15%	29%	10%	8%	10%	12%	10%	15%	8%	10%	10%	14%	13%	11%	20%	7%	9%	8%	12%	9%	9%	11%	12%	15%	12%	13%	11%	11%	13%	13%	11%	10%	8%	11%	12%	10%	14%	10%	11%	12%	12%	17%	8%	21%	10%	11%	12%	7%					
Not very closely - don't watch much, maybe a playoff game/major tournament	29%	28%	33%	28%	31%	29%	24%	29%	33%	33%	26%	24%	33%	30%	27%	41%	30%	21%	26%	30%	21%	25%	33%	34%	29%	31%	26%	28%	32%	24%	27%	28%	31%	34%	35%	30%	29%	29%	31%	31%	27%	30%	21%	34%	27%	22%	28%	30%	30%	28%					
I don't follow this sport at all	54%	52%	43%	31%	57%	59%	66%	54%	51%	45%	62%	62%	53%	56%	55%	44%	39%	69%	62%	59%	63%	61%	54%	52%	52%	48%	58%	53%	52%	59%	57%	53%	51%	53%	54%	52%	53%	57%	48%	55%	57%	53%	55%	46%	62%	43%	58%	54%	53%	60%					
Followers	17%	21%	24%	42%	13%	12%	11%	17%	16%	22%	11%	14%	14%	20%	18%	15%	31%	11%	12%	11%	15%	14%	13%	14%	19%	22%	16%	19%	16%	17%	16%	19%	18%	13%	11%	16%	18%	14%	21%	14%	16%	17%	24%	20%	12%	35%	16%	16%	16%	12%					

S1. [NFL - National Football League] Today we have some questions about sports. First, how closely do you normally follow each of these professional sports leagues?

Total	Region						Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income			Household Income (Fine)						Education					Federal Vote 2021											Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French						
Very closely - I watch as much as I can	8%	8%	6%	5%	10%	7%	9%	8%	10%	13%	4%	9%	9%	7%	15%	13%	12%	4%	4%	4%	7%	10%	8%	9%	9%	6%	5%	11%	10%	6%	5%	11%	10%	10%	9%	7%	8%	10%	12%	6%	7%	6%	12%	6%	8%	16%	8%	8%	8%	8%					
Closely - try to watch my favourites and stay up to date	11%	15%	14%	10%	11%	9%	13%	12%	10%	15%	8%	11%	13%	10%	12%	16%	15%	11%	10%	6%	13%	11%	14%	11%	12%	9%	11%	12%	12%	14%	9%	12%	14%	10%	11%	13%	11%	13%	11%	10%	13%	10%	8%	9%	14%	17%	13%	16%	12%	11%	12%	7%			
Not very closely - don't watch much, maybe a playoff game/major tournament	29%	26%	30%	35%	28%	31%	21%	29%	27%	33%	25%	29%	30%	28%	32%	34%	32%	25%	26%	24%	23%	30%	29%																																

S1. [MLB - Major League Baseball] Today we have some questions about sports. First, how closely do you normally follow each of these professional sports leagues?

Total	Region					Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			Federal Vote 2021					Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French	
Very closely - I watch as much as I can	7%	3%	5%	4%	11%	3%	9%	6%	9%	9%	5%	5%	6%	8%	7%	7%	11%	3%	5%	5%	6%	5%	6%	7%	8%	8%	5%	8%	6%	5%	6%	8%	6%	8%	4%	7%	7%	5%	9%	8%	5%	5%	7%	4%	3%	11%	6%	6%	7%	3%
Closely - try to watch my favourites and stay up to date	15%	11%	12%	12%	20%	9%	16%	15%	13%	19%	10%	13%	15%	16%	20%	20%	10%	10%	10%	20%	12%	16%	13%	13%	16%	14%	14%	17%	12%	14%	14%	16%	20%	13%	16%	13%	14%	17%	16%	10%	8%	22%	10%	12%	22%	16%	14%	16%	9%	
Not very closely - don't watch much, maybe a playoff game/major tournament	29%	31%	31%	27%	31%	24%	26%	29%	28%	32%	25%	24%	30%	30%	29%	33%	34%	20%	27%	27%	22%	25%	29%	32%	31%	30%	23%	32%	30%	26%	35%	29%	29%	29%	31%	28%	29%	23%	29%	26%	28%	21%	28%	29%	30%	22%				
I don't follow this sport at all	50%	55%	53%	57%	39%	64%	49%	50%	50%	40%	60%	57%	48%	47%	48%	39%	36%	67%	58%	57%	52%	58%	49%	48%	47%	58%	46%	47%	58%	58%	46%	47%	46%	48%	48%	51%	52%	44%	48%	57%	64%	42%	61%	56%	46%	50%	51%	47%	66%	
Followers	21%	14%	17%	16%	31%	11%	25%	21%	22%	27%	15%	18%	22%	23%	23%	28%	30%	14%	15%	16%	26%	17%	22%	20%	21%	24%	19%	22%	23%	17%	20%	22%	23%	28%	17%	23%	20%	25%	24%	15%	13%	29%	13%	15%	33%	22%	20%	23%	12%	

S1. [NBA - National Basketball Association] Today we have some questions about sports. First, how closely do you normally follow each of these professional sports leagues?

Total	Region					Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			Federal Vote 2021					Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French		
Very closely - I watch as much as I can	4%	4%	3%	1%	9%	3%	2%	4%	2%	5%	3%	6%	4%	2%	9%	3%	2%	3%	5%	1%	6%	6%	5%	3%	2%	2%	3%	5%	4%	4%	3%	5%	3%	3%	4%	3%	4%	3%	4%	3%	4%	4%	4%	9%		5%	10%	9%	3%	4%	3%
Closely - try to watch my favourites and stay up to date	9%	7%	9%	6%	12%	9%	10%	9%	6%	10%	8%	12%	10%	6%	13%	12%	7%	12%	9%	5%	15%	12%	11%	9%	6%	6%	5%	10%	7%	10%	8%	12%	7%	11%	9%	10%	9%	8%	10%	7%	11%	8%	1%	23%	14%	13%	15%	17%	7%	10%	4%
Not very closely - don't watch much, maybe a playoff game/major tournament	28%	27%	22%	20%	35%	21%	27%	28%	23%	32%	24%	29%	31%	25%	32%	37%	28%	25%	25%	22%	22%	30%	34%	26%	24%	25%	21%	28%	32%	24%	20%	28%	31%	34%	36%	27%	23%	33%	27%	33%	24%	20%	16%	22%	29%	20%	34%	27%	29%	20%	
I don't follow this sport at all	60%	62%	67%	74%	47%	71%	61%	58%	68%	53%	66%	53%	55%	68%	46%	48%	63%	60%	61%	72%	56%	52%	50%	62%	68%	68%	65%	60%	53%	64%	66%	60%	53%	54%	52%	60%	66%	52%	63%	52%	64%	75%	52%	64%	52%	56%	40%	63%	57%	73%	
Followers	13%	11%	11%	6%	18%	8%	12%	13%	9%	15%	11%	19%	15%	7%	22%	16%	9%	15%	14%	6%	22%	18%	16%	12%	8%	7%	14%	12%	14%	12%	15%	12%	16%	12%	13%	11%	14%	10%	15%	12%	5%	32%	14%	18%	25%	26%	10%	14%	7%		

S1. [MLS - Major League Soccer] Today we have some questions about sports. First, how closely do you normally follow each of these professional sports leagues?

Total	Region					Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			Federal Vote 2021					Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French	
Very closely - I watch as much as I can	2%	2%	2%	0%	2%	1%	2%	1%	2%	2%	4%	2%	1%	5%	2%	1%	2%	2%	1%	5%	3%	3%	1%	1%	1%	1%	1%	3%	2%	2%	1%	3%	3%	2%	0%	2%	1%	3%	1%	2%	1%	3%	10%		4%	9%	4%	1%	2%	2%
Closely - try to watch my favourites and stay up to date	7%	7%	3%	3%	9%	6%	5%	7%	4%	8%	6%	9%	7%	5%	9%	8%	7%	9%	6%	4%	14%	8%	8%	5%	6%	5%	10%	6%	6%	11%	9%	6%	6%	5%	9%	7%	6%	8%	6%	7%	4%	8%	15%	9%	8%	13%	14%	5%	7%	6%
Not very closely - don't watch much, maybe a playoff game/major tournament	25%	26%	22%	23%	27%	23%	26%	26%	21%	29%	21%	21%	24%	28%	27%	29%	32%	16%	20%	25%	12%	23%	24%	25%	27%	29%	23%	24%	27%	21%	25%	24%	29%	23%	29%	24%	25%	27%	24%	28%	23%	23%	14%	36%	26%	19%	30%	25%	26%	21%
I don't follow this sport at all	66%	65%	72%	73%	62%	68%	67%	65%	73%	60%	71%	67%	67%	65%	59%	61%	60%	74%	72%	69%	69%	69%	69%	69%	64%	69%	67%	64%	66%	66%	67%	63%	69%	61%	68%	68%	62%	69%	63%	72%	69%	61%	55%	62%	58%	52%	69%	65%	71%	
Followers	9%	9%	5%	4%	11%	9%	7%	10%	5%	10%	8%	12%	9%	7%	14%	10%	8%	11%	8%	5%	19%	11%	11%	6%	7%	6%	11%	10%	9%	13%	10%	9%	8%	16%	8%	7%	11%	7%	9%	5%	11%	24%	9%	12%	23%	18%	7%	9%	8%	

S1. [PGA - Professional Golf Association] Today we have some questions about sports. First, how closely do you normally follow each of these professional sports leagues?

Total	Region					Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			Federal Vote 2021					Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French	
Very closely - I watch as much as I can	4%	5%	2%	4%	3%	5%	4%	4%	5%	6%	2%	4%	2%	5%	7%	3%	8%	1%	1%	4%	2%	4%	2%	2%	4%	7%	1%	5%	4%	1%	2%	5%	4%	5%	2%	3%	4%	4%	6%	4%	2%	5%	4%		2%	11%	3%	4%	4%	4%
Closely - try to watch my favourites and stay up to date	8%	7%	9%	7%	9%	5%	11%	8%	7%	10%	6%	7%	6%	10%	8%	7%	13%	6%	5%	7%	11%	6%	7%	6%	10%	10%	7%	8%	9%	9%	6%	8%	9%	7%	11%	8%	8%	8%	10%	8%	5%	7%	14%	7%	7%	14%	8%	7%	9%	5%
Not very closely - don't watch much, maybe a playoff game/major tournament	24%	21%	28%	19%	27%	19%	24%	24%	22%	28%	20%	22%	24%	25%	27%	32%	26%	17%	16%	24%	15%	23%	23%	25%	24%	25%	19%	24%	26%	19%	20%	24%	24%	24%	33%	24%	23%	24%	28%	26%	16%	18%	24%	24%	22%	14%	25%	24%	25%	17%
I don't follow this sport at all	65%	67%	61%	70%	60%	71%	61%	64%	66%	56%	72%	67%	68%	60%	59%	58%	53%	76%	78%	66%	71%	67%	69%	67%	62%	58%	72%	62%	61%	71%	73%	62%	62%	63%	55%	64%	66%	64%	56%	63%	77%	69%	58%	69%	69%	62%	64%	65%	63%	73%
Followers	12%	12%	11%	11%	13%	10%	15%	12%	12%	16%	8%	11%	8%	15%	14%	10%	21%	7%	6%	10%	14%	10%	8%	7%	13%	17%	8%	14%	13%	10%	8%	14%	14%	13%	13%	12%	11%	12%	16%	12%	7%	12%	18%	7%	9%	25%	11%	11%	12%	10%

S1.6 And are you an active golfer -- or have you golfed in the past?

Total	Region					Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Household Income (Fine)					Education			Federal Vote 2021					Ethnicity			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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigenous	Visible Minority	Non Visible Min	English	French	
Golf often, more than three times a year	11%	9%	12%	16%	11%	8%	14%	11%	10%	17%	9%	12%	9%	11%	21%	15%	16%	3%	3%	7%	8%	13%	9%	9%	9%	13%	4%	12%	14%	1%	5%	12%	11%	19%	19%	9%	11%	12%	17%	10%	7%	9%	5%	9%	6%	11%	7%	11%	11%	8%
Golf sometimes, up to three times a year	11%	15%	15%	13%	11%	7%	7%	11%	10%	15%	8%	13%	14%	8%	17%	17%	12%	9%	10%	4%	8%																													

52. How closely have you been following this story, if at all?

	Base = Follow PGA very closely, closely or not very closely																																																		
	Region									Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income					Household Income (Fine)					Education					Federal Vote 2021					Ethnicity		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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigen-ous	Visible Minority	Non Visible Min	English	French		
<b>Total</b>	931	128	125	59	341	177	72	793	138	558	373	228	269	434	145	174	240	84	95	194	36	192	160	108	101	253	171	327	325	63	109	327	187	79	59	324	305	302	321	266	90	48	31	7	81	50	124	757	801	130	
Following closely - read/view stories about it and discussed it with friends and/or family	24%	31%	15%	27%	26%	18%	27%	24%	26%	29%	17%	26%	21%	25%	37%	24%	29%	7%	16%	21%	6%	30%	22%	20%	27%	24%	13%	27%	30%	10%	16%	27%	27%	37%	29%	21%	25%	26%	30%	27%	20%	17%	48%	15%	9%	40%	16%	24%	25%	16%	
Saw a story or two, and had the odd conversation about it	43%	42%	48%	37%	44%	38%	42%	43%	40%	44%	42%	43%	42%	43%	41%	45%	44%	47%	38%	41%	45%	43%	43%	41%	44%	42%	41%	42%	45%	37%	44%	42%	44%	47%	48%	39%	45%	45%	43%	45%	52%	38%	10%	49%	36%	35%	36%	44%	44%	38%	
Just scanned/read the headlines	23%	15%	22%	27%	28%	33%	21%	23%	21%	20%	27%	16%	24%	25%	12%	22%	23%	22%	28%	28%	35%	12%	21%	28%	24%	26%	30%	21%	18%	41%	24%	21%	23%	18%	12%	25%	23%	20%	20%	21%	16%	36%	32%	22%	28%	13%	27%	23%	20%	39%	
Not read/view anything at all until now	10%	12%	15%	9%	9%	10%	10%	10%	13%	7%	15%	15%	12%	7%	10%	10%	4%	24%	17%	10%	14%	15%	14%	11%	5%	8%	15%	10%	7%	12%	17%	10%	7%	6%	11%	15%	7%	9%	8%	7%	12%	8%	10%	14%	27%	12%	21%	9%	11%	7%	
Top/box	67%	73%	63%	64%	71%	57%	69%	67%	68%	73%	58%	69%	64%	68%	78%	69%	73%	54%	55%	62%	52%	72%	66%	61%	71%	65%	55%	69%	75%	46%	60%	69%	69%	70%	84%	77%	60%	70%	72%	73%	72%	72%	56%	58%	64%	45%	75%	52%	69%	69%	54%
Bottom/box	33%	27%	37%	36%	29%	43%	31%	33%	34%	27%	42%	31%	36%	32%	22%	31%	27%	46%	45%	38%	48%	28%	34%	39%	29%	35%	45%	31%	25%	54%	40%	31%	30%	16%	23%	40%	30%	28%	27%	28%	28%	44%	42%	36%	55%	25%	48%	31%	31%	46%	

53. How closely have you followed LIV Golf since it began running tournaments in June 2022:

	Base = Follow LIV Golf very closely, closely or not very closely																																																	
	Region									Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income					Household Income (Fine)					Education					Federal Vote 2021					Ethnicity		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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigen-ous	Visible Minority	Non Visible Min	English	French	
<b>Total</b>	67	57	74	57	317	177	72	793	138	558	373	228	269	434	145	174	240	84	95	194	36	192	160	108	101	253	171	327	325	63	109	327	187	79	59	324	305	302	321	266	90	48	31	7	81	50	124	757	801	130
Very closely	6%	5%	7%	5%	7%	5%	3%	6%	5%	6%	14%	9%	2%	12%	3%	3%	17%	8%	6%	38%	9%	6%	3%	3%	2%	9%	3%	8%	15%	5%	3%	10%	2%	8%	2%	6%	2%	4%	2%	5%	7%	20%	14%	10%	22%	12%	4%	6%	3%	
Closely	14%	16%	17%	11%	14%	13%	18%	15%	15%	16%	11%	17%	17%	11%	22%	18%	12%	9%	16%	18%	17%	17%	19%	14%	14%	10%	13%	16%	15%	18%	17%	16%	15%	12%	17%	14%	16%	12%	15%	15%	14%	9%	20%	31%	18%	34%	11%	14%	14%	16%
Not very closely	40%	40%	41%	48%	49%	37%	37%	40%	40%	40%	39%	38%	34%	44%	39%	32%	47%	37%	39%	46%	21%	41%	32%	37%	42%	45%	39%	39%	40%	42%	37%	39%	38%	48%	36%	41%	40%	38%	41%	38%	5%	52%	38%	30%	33%	40%	41%	40%	36%	
I don't follow LIV at all	40%	39%	35%	36%	46%	46%	42%	46%	43%	38%	43%	31%	44%	43%	27%	48%	37%	37%	37%	49%	24%	32%	43%	46%	41%	44%	38%	41%	38%	33%	46%	41%	37%	38%	40%	42%	37%	41%	37%	44%	47%	40%	19%	39%	39%	32%	31%	42%	39%	48%
Top/box	20%	21%	24%	18%	28%	18%	21%	21%	17%	22%	17%	31%	22%	13%	34%	21%	15%	25%	24%	11%	55%	28%	25%	17%	16%	11%	24%	20%	22%	25%	23%	20%	25%	14%	25%	17%	23%	21%	22%	17%	18%	9%	44%	31%	28%	56%	23%	11%	20%	19%
Bottom/box	60%	75%	76%	84%	80%	82%	78%	78%	83%	78%	83%	69%	75%	87%	66%	79%	85%	75%	76%	89%	45%	74%	75%	83%	84%	89%	76%	80%	75%	75%	77%	80%	75%	88%	76%	83%	77%	79%	78%	85%	82%	91%	56%	69%	72%	44%	77%	83%	60%	81%

54. How do you personally feel about this merger announcement?

	Base = Follow LIV Golf very closely, closely or not very closely																																																					
	Region									Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income					Household Income (Fine)					Education					Federal Vote 2021					Ethnicity		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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigen-ous	Visible Minority	Non Visible Min	English	French					
<b>Total</b>	67	57	74	57	317	177	72	793	138	558	373	228	269	434	145	174	240	84	95	194	36	192	160	108	101	253	171	327	325	63	109	327	187	79	59	324	305	302	321	266	90	48	31	7	81	50	124	757	801	130				
Strongly support	4%	4%	2%	5%	6%	3%	4%	4%	5%	4%	6%	5%	3%	6%	5%	3%	6%	6%	2%	13%	9%	4%	7%	2%	3%	7%	4%	4%	11%	4%	4%	3%	3%	6%	3%	6%	3%	5%	4%	2%	5%	7%	20%	6%	5%	13%	3%	4%	6%	3%				
Support	21%	21%	23%	19%	20%	22%	23%	21%	20%	25%	15%	31%	19%	16%	35%	18%	23%	24%	17%	11%	26%	32%	20%	14%	18%	18%	23%	22%	21%	29%	19%	22%	21%	19%	21%	21%	21%	21%	21%	21%	14%	11%	25%	22%	18%	22%	55%	15%	20%	20%	23%			
Oppose	22%	27%	25%	22%	21%	21%	26%	23%	17%	20%	25%	17%	24%	23%	19%	23%	22%	22%	25%	25%	26%	26%	29%	27%	26%	20%	21%	24%	11%	25%	21%	29%	23%	24%	21%	20%	29%	21%	26%	19%	23%	15%	19%	18%	12%	19%	23%	22%	22%					
Strongly oppose	21%	26%	19%	20%	23%	21%	11%	21%	29%	20%	23%	19%	27%	17%	18%	24%	13%	18%	29%	13%	16%	18%	21%	29%	29%	14%	26%	18%	9%	17%	20%	20%	18%	14%	19%	24%	21%	15%	32%	30%	18%	7%	19%	11%	16%	14%	23%	22%	15%					
Not sure/can't say	32%	28%	34%	43%	31%	36%	32%	31%	34%	38%	34%	30%	35%	30%	27%	36%	28%	36%	34%	32%	22%	32%	33%	38%	28%	31%	37%	27%	33%	41%	34%	27%	31%	36%	38%	37%	30%	28%	31%	25%	34%	26%	36%	43%	42%	12%	39%	31%	31%	32%				
Not Support	25%	25%	25%	15%	25%	28%	25%	29%	24%	29%	19%	37%	23%	20%	41%	23%	27%	29%	22%	13%	39%	36%	25%	21%	20%	21%	29%	26%	25%	40%	24%	26%	29%	24%	29%	24%	29%	24%	24%	24%	26%	26%	33%	17%	16%	33%	42%	18%	29%	60%	28%	22%	24%	31%
Not Oppose	43%	47%	41%	42%	44%	42%	43%	43%	41%	47%	33%	42%	39%	32%	41%	46%	39%	43%	55%	39%	32%	42%	42%	52%	48%	34%	47%	42%	19%	42%	47%	45%	46%	47%	45%	46%	37%	46%	44%	46%	36%	58%	50%	41%	22%	39%	29%	33%	46%	44%	37%			

55. If you were a player on the PGA Tour who stayed, what best describes how you would feel?

	Base = Follow LIV Golf very closely, closely or not very closely																																																	
	Region									Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income					Household Income (Fine)					Education					Federal Vote 2021					Ethnicity		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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	Indigen-ous	Visible Minority	Non Visible Min	English	French	
<b>Total</b>	67	57	74	57	317	177	72	793	138	558	373	228	269	434	145	174	240	84	95	194	36	192	160	108	101	253	171	327	325	63	109	327	187	79	59	324	305	302	321	266	90	48	31	7	81	50	124	757	801	130
I would want him to resign - he misrepresented his intentions	62%	65%	59%	55%	67%	54%	62%	63%	59%	66%	57%	62%	65%	61%	70%	67%	62%	47%	60%	60%	49%	64%	63%	68%	61%	62%	55%	61%	67%	50%	58%	61%	66%	68%	69%	57%	68%	62%	64%	67%	74%	53%	65%	43%	39%	65%	44%	65%	65%	49%
I would want him to stay on - he made the best of the situation	12%	11%	12%	11%	10%	17%	14%	12%	13%	12%	10%	14%	12%	10%	13%	13%	10%	15%	11%	16%	9%	18%	7%	13%	12%	15%	15%	9%	13%	16%	15%	9%	7%	10%	15%	9%	12%	14%	11%	6%	17%	5%	19%	18%	12%	15%	12%	11%	21%	
Not sure/can't say	25%	24%	29%	35%	23%	29%	24%	25%	28%	22%	31%	29%	21%	26%	20%	20%	24%	43%	25%	29%	36%	27%	19%	25%	26%	27%	30%	23%	24%	37%	26%	2																		