

	Total	Region								Cities				Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education		2025 Fed Vote					Language						
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg e/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French
Weighted Sample Size	2031	265	228	63	71	765	490	148	90	175	155	176	214	220	1781	284	994	1038	563	681	787	283	338	375	280	345	413	268	451	362	239	692	415	614	775	118	297	614	422	192	161	758	670	603	789	797	118	123	188	1605	428
Unweighted Sample Size	2031	395	259	151	120	578	425	123	173	222	137	149	135	157	1762	262	979	1052	563	703	764	287	350	362	296	353	463	262	471	373	257	668	385	622	795	115	270	622	423	204	168	676	691	672	638	666	199	97	187	1688	343

QW1. [Topbox summary] how closely do you follow each of these professional sports leagues?

	Total	Region								Cities				Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education		2025 Fed Vote					Language						
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg e/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French
NHL – National Hockey League	69%	71%	75%	74%	84%	65%	68%	66%	72%	70%	64%	70%	62%	64%	68%	71%	76%	62%	63%	67%	74%	67%	77%	81%	88%	57%	69%	61%	67%	65%	73%	73%	66%	66%	74%	60%	68%	66%	69%	79%	80%	70%	67%	68%	71%	69%	61%	69%	64%	69%	68%
CFL – Canadian Football League	41%	43%	54%	72%	67%	37%	37%	26%	42%	44%	26%	45%	34%	41%	40%	47%	47%	38%	31%	37%	51%	35%	42%	89%	27%	32%	44%	31%	32%	38%	43%	51%	37%	39%	44%	40%	36%	39%	40%	50%	49%	43%	41%	38%	43%	41%	35%	38%	38%	42%	37%
NFL – National Football League	43%	40%	47%	54%	48%	43%	43%	37%	43%	39%	39%	53%	43%	38%	43%	43%	53%	34%	39%	41%	47%	47%	53%	68%	32%	30%	38%	36%	43%	42%	47%	45%	38%	49%	49%	33%	40%	49%	44%	53%	57%	46%	41%	42%	46%	40%	28%	45%	44%	43%	43%
MLB – Major League Baseball	53%	47%	54%	62%	64%	62%	43%	44%	42%	50%	64%	69%	68%	69%	53%	55%	62%	45%	43%	54%	60%	66%	68%	37%	43%	53%	43%	45%	48%	55%	56%	59%	44%	52%	60%	37%	47%	52%	54%	68%	68%	54%	53%	53%	58%	64%	49%	44%	40%	56%	44%
NCAA College Football	21%	15%	18%	24%	18%	18%	32%	19%	19%	13%	12%	26%	16%	18%	22%	20%	29%	14%	19%	20%	24%	24%	26%	35%	16%	14%	14%	19%	20%	21%	24%	23%	20%	21%	28%	17%	21%	21%	23%	24%	30%	24%	19%	21%	23%	19%	14%	38%	21%	18%	34%
NBA – National Basketball Association	30%	28%	27%	27%	28%	40%	18%	30%	37%	23%	46%	54%	27%	36%	31%	29%	37%	24%	33%	31%	27%	38%	39%	34%	28%	24%	21%	34%	32%	32%	28%	26%	27%	27%	34%	31%	26%	27%	28%	36%	48%	26%	37%	26%	34%	31%	17%	35%	33%	17%	
MLS – Major League Soccer	24%	30%	18%	19%	18%	26%	22%	25%	41%	24%	26%	41%	19%	21%	24%	21%	28%	20%	21%	22%	28%	27%	24%	32%	15%	20%	23%	22%	22%	19%	27%	27%	24%	23%	25%	26%	22%	23%	24%	22%	33%	22%	21%	29%	22%	26%	23%	20%	22%	25%	20%
International Soccer – Premier League, Major international tournaments etc.	32%	38%	28%	28%	21%	35%	25%	37%	47%	34%	36%	50%	27%	29%	32%	27%	35%	28%	30%	30%	33%	34%	34%	36%	27%	27%	31%	33%	30%	30%	28%	34%	28%	32%	34%	27%	28%	32%	31%	38%	37%	28%	29%	39%	27%	37%	32%	24%	27%	34%	23%
PWHL – Professional Women's Hockey League	29%	27%	28%	31%	24%	30%	28%	32%	25%	28%	24%	30%	28%	38%	28%	34%	31%	27%	28%	26%	33%	28%	28%	35%	27%	23%	31%	27%	28%	26%	26%	33%	30%	28%	29%	31%	30%	28%	29%	27%	30%	30%	27%	30%	22%	36%	35%	30%	24%	29%	29%

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

	Total	Region								Cities				Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education		2025 Fed Vote					Language						
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg e/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French
Very closely – I watch as many games as I can	14%	13%	21%	12%	20%	12%	14%	11%	11%	14%	6%	12%	12%	16%	14%	14%	19%	8%	13%	14%	14%	17%	20%	20%	9%	7%	9%	13%	12%	14%	17%	14%	9%	12%	16%	10%	8%	12%	17%	21%	19%	17%	11%	12%	15%	14%	10%	19%	8%	14%	16%
Closely – I try to watch my favourites and stay up-to-date	24%	27%	26%	25%	39%	22%	23%	14%	27%	26%	23%	27%	19%	22%	24%	24%	26%	21%	21%	25%	25%	23%	27%	28%	19%	22%	22%	20%	25%	23%	26%	24%	22%	22%	26%	16%	25%	22%	23%	23%	37%	25%	24%	22%	26%	22%	20%	25%	24%	24%	26%
Not very closely – I don't watch much, maybe a playoff game	31%	31%	31%	37%	25%	36%	36%	41%	33%	29%	35%	31%	31%	26%	31%	33%	30%	32%	29%	28%	35%	28%	30%	32%	31%	27%	38%	28%	30%	28%	30%	35%	36%	32%	29%	36%	36%	32%	29%	35%	24%	25%	32%	34%	29%	34%	29%	32%	32%	28%	
I don't really follow this sport at all	31%	29%	22%	26%	16%	35%	32%	34%	28%	30%	35%	30%	38%	36%	32%	29%	24%	38%	37%	33%	26%	33%	23%	19%	42%	43%	31%	39%	33%	35%	27%	27%	34%	34%	26%	40%	32%	34%	31%	21%	29%	39%	33%	32%	29%	31%	39%	31%	35%	31%	32%
Topbox	69%	71%	75%	74%	84%	65%	68%	66%	72%	70%	64%	70%	62%	64%	68%	71%	76%	62%	63%	67%	74%	67%	77%	81%	88%	57%	69%	61%	67%	65%	73%	73%	66%	66%	74%	60%	68%	66%	69%	79%	80%	70%	67%	68%	71%	69%	61%	69%	64%	69%	68%

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

	Total	Region								Cities				Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education		2025 Fed Vote					Language							
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg e/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French	
Very closely – I watch as many games as I can	5%	6%	8%	21%	17%	3%	2%	2%	2%	8%	2%	4%	2%	3%	4%	6%	7%	3%	4%	3%	6%	7%	4%	8%	1%	1%	5%	4%	4%	3%	4%	6%	5%	4%	5%	6%	4%	4%	5%	3%	5%	6%	4%	4%	6%	4%	4%	4%	3%	3%	5%	2%
Closely – I try to watch my favourites and stay up-to-date	11%	11%	18%	28%	20%	10%	9%	16%	8%	5%	11%	11%	12%	11%	11%	14%	8%	10%	7%	16%	10%	9%	22%	9%	6%	10%	9%	9%	7%	10%	16%	9%	11%	13%	13%	13%	8%	11%	12%	13%	16%	14%	10%	9%	13%	10%	12%	7%	10%	12%	9%	
Not very closely – I don't watch much, maybe a playoff game	25%	26%	28%	24%	30%	24%	26%	20%	24%	27%	19%	30%	20%	27%	24%	29%	26%	24%	17%	27%	29%	17%	29%	29%	17%	25%	29%	18%	19%	28%	29%	29%	23%	25%	27%	21%	24%	25%	23%	34%	30%	23%	28%	25%	24%	27%	19%	28%	25%	25%	26%	
I don't really follow this sport at all	59%	57%	46%	28%	33%	63%	63%	74%	68%	66%	74%	55%	66%	59%	60%	53%	53%	65%	69%	63%	49%	65%	66%	41%	73%	68%	56%	69%	68%	62%	57%	49%	63%	61%	56%	60%	64%	61%	60%	50%	51%	57%	59%	62%	57%	59%	62%	58%	62%	58%	57%	
Topbox	41%	43%	54%	72%	67%	37%	37%	26%	42%	44%	26%	45%	34%	41%	40%	47%	47%	38%	31%	37%	51%	35%	42%	89%	27%	32%	44%	31%	32%	38%	43%	51%	37%	39%	44%	40%	36%	39%	40%	50%	49%	43%	41%	38%	43%	41%	35%	38%	38%	42%	37%	

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

	Total	Region								Cities				Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education		2025 Fed Vote					Language	
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K									

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

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)						Education					2025 Fed Vote					Language	
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg e/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French		
Very closely – I watch as many games as I can	8%	6%	8%	7%	7%	12%	8%	7%	6%	6%	12%	14%	7%	13%	8%	8%	10%	6%	9%	8%	11%	8%	11%	12%	2%	4%	10%	5%	5%	9%	7%	11%	6%	8%	10%	5%	6%	8%	7%	10%	16%	9%	8%	7%	10%	8%	4%	6%	4%	9%	8%		
Closely – I try to watch my favourites and stay up-to-date	14%	9%	13%	22%	18%	17%	10%	8%	10%	9%	18%	19%	17%	16%	13%	17%	17%	10%	14%	11%	15%	16%	14%	21%	12%	9%	10%	16%	13%	11%	12%	15%	12%	11%	16%	12%	12%	11%	14%	19%	17%	10%	11%	14%	14%	14%	17%	9%	14%	16%	10%		
Not very closely – I don't watch much, maybe a playoff game	32%	32%	34%	34%	40%	33%	28%	28%	26%	35%	34%	35%	34%	29%	32%	31%	34%	29%	24%	35%	34%	26%	40%	35%	23%	29%	33%	22%	30%	35%	37%	32%	27%	33%	34%	21%	29%	33%	32%	36%	36%	30%	34%	31%	34%	33%	28%	29%	22%	32%	30%		
I don't really follow this sport at all	47%	53%	46%	38%	36%	38%	67%	66%	68%	60%	36%	31%	42%	41%	47%	49%	38%	55%	87%	46%	40%	50%	34%	32%	63%	67%	47%	67%	82%	45%	44%	41%	56%	48%	40%	63%	53%	48%	46%	38%	32%	46%	47%	47%	42%	46%	61%	56%	60%	44%	56%		
Topbox	53%	47%	54%	62%	64%	62%	43%	44%	42%	50%	64%	69%	68%	69%	53%	55%	62%	45%	43%	54%	60%	50%	66%	68%	37%	43%	53%	43%	48%	55%	56%	59%	44%	52%	60%	37%	47%	52%	54%	65%	68%	54%	53%	53%	58%	54%	49%	44%	40%	56%	44%		

QW1. [NCAA College Football] how closely do you follow each of these professional sports leagues?

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)						Education					2025 Fed Vote					Language			
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg e/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French				
Very closely – I watch as many games as I can	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	2%	3%	2%	2%	1%	3%	0%	1%	1%	2%	2%	4%	1%																															
Closely – I try to watch my favourites and stay up-to-date	5%	4%	5%	3%	5%	5%	8%	5%	7%	3%	4%	5%	4%	6%	5%	7%	9%	2%	8%	5%	5%	12%	8%	8%	4%	2%	1%	7%	7%	5%	4%	4%	5%	4%	7%	2%	6%	4%	7%	7%	10%	7%	4%	5%	7%	4%	5%	7%	5%	5%	8%	5%	8%		
Not very closely – I don't watch much, maybe a playoff game	14%	10%	12%	21%	11%	11%	24%	14%	12%	9%	5%	19%	9%	10%	16%	12%	17%	12%	11%	14%	18%	10%	16%	23%	11%	12%	13%	11%	11%	14%	17%	17%	14%	16%	15%	15%	14%	16%	15%	14%	18%	15%	14%	14%	14%	14%	14%	13%	9%	30%	16%	11%	26%		
I don't really follow this sport at all	79%	85%	82%	76%	82%	82%	68%	81%	81%	87%	88%	74%	85%	82%	78%	80%	71%	86%	81%	80%	76%	76%	74%	65%	85%	86%	86%	86%	81%	80%	79%	76%	77%	80%	79%	76%	83%	79%	79%	77%	76%	70%	76%	81%	79%	77%	81%	86%	62%	79%	82%	66%			
Topbox	21%	15%	18%	24%	18%	18%	32%	19%	19%	13%	12%	26%	15%	18%	22%	20%	29%	14%	19%	20%	24%	24%	26%	38%	16%	14%	14%	19%	20%	21%	24%	23%	20%	21%	26%	17%	21%	21%	23%	24%	30%	24%	19%	21%	23%	19%	14%	38%	21%	18%	34%				

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

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)						Education					2025 Fed Vote					Language					
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg e/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French						
Very closely – I watch as many games as I can	2%	2%	1%	1%	1%	3%	1%	1%	4%	1%	4%	5%	3%	1%	2%	3%	1%	4%	1%	1%	1%	2%	1%	2%	1%	0%	4%	3%	2%	1%	1%	1%	1%	3%																							
Closely – I try to watch my favourites and stay up-to-date	6%	5%	7%	4%	6%	8%	3%	9%	9%	3%	14%	11%	3%	6%	7%	2%	8%	5%	9%	7%	4%	11%	8%	5%	6%	6%	3%	10%	8%	7%	6%	4%	8%	5%	7%	9%	7%	9%	4%	8%	8%	9%	5%	5%	9%	6%	6%	4%	2%	12%	7%	3%					
Not very closely – I don't watch much, maybe a playoff game	22%	21%	19%	22%	20%	29%	14%	20%	24%	19%	28%	38%	22%	28%	22%	23%	26%	18%	21%	23%	22%	22%	28%	28%	20%	17%	17%	21%	22%	24%	21%	22%	19%	21%	24%	22%	17%	21%	20%	26%	32%	20%	21%	25%	18%	26%	23%	15%	21%	24%	14%						
I don't really follow this sport at all	79%	72%	73%	73%	72%	60%	82%	70%	63%	77%	64%	46%	73%	64%	69%	75%	63%	76%	67%	69%	73%	62%	61%	66%	72%	76%	79%	66%	68%	68%	72%	74%	73%	73%	66%	69%	74%	73%	72%	64%	59%	74%	72%	63%	74%	66%	69%	83%	65%	67%	87%	83%					
Topbox	30%	28%	27%	27%	28%	40%	18%	30%	37%	23%	46%	54%	27%	36%	31%	25%	37%	24%	33%	31%	27%	38%	39%	34%	28%	24%	21%	34%	32%	32%	28%	26%	27%	27%	34%	31%	26%	27%	28%	23%	36%	45%	26%	28%	28%	37%	26%	34%	31%	17%	35%	33%	17%				

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

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)						Education					2025 Fed Vote					Language							
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg e/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French								
Very closely – I watch as many games as I can	1%	2%	1%			1%	0%	1%	4%	1%	2%	2%	1%	0%	1%																																												
Closely – I try to watch my favourites and stay up-to-date	4%	7%	3%			1%	4%	4%	3%	12%	4%	4%	8%	4%	1%	4%	2%	5%	3%	6%	3%	3%	8%	3%	4%	4%	4%	2%	7%	5%	3%	4%	3%	6%	4%	3%	6%	6%	4%	2%	8%	5%	4%	3%	5%	3%	4%	4%	4%	6%	7%	4%	4%						
Not very closely – I don't watch much, maybe a playoff game	19%	21%	14%	19%	17%	21%	17%	21%	25%	19%	20%	30%	13%	20%	19%	19%	22%	16%	13%	18%	24%	16%	20%	27%	11%	15%	21%	14%	15%	15%	23%	23%	17%	18%	21%	21%	16%	18%	18%	20%	16%	27%	17%	17%	22%	18%	21%	16%	13%	16%	20%	16%							
I don't really follow this sport at all	76%	70%	82%	81%	82%	74%	78%	75%	69%	76%	74%	59%	81%	79%	76%	79%	72%	80%	79%	78%	72%	73%	76%	66%	86%	80%	80%	77%	78%	78%	81%	73%	73%	76%	77%	75%	74%	78%	77%	76%	78%	67%	78%	79%	71%	78%	74%	77%	80%	78%	79%	80%							
Topbox	24%	30%	18%	19%	18%	26%	22%	25%	41%	24%	26%	41%	19%	21%	24%	21%	28%	20%	21%	22%	28%	27%	24%	32%	19%	20%	23%	22%	22%	19%	27%	27%	24%	23%	25%	26%	22%	23%	24%	22%	33%	22%	21%	29%	22%	26%	23%	20%	22%	29%	26%								

QW1. [International Soccer – Premier League, Major international tournaments etc.] how closely do you follow each of these professional sports leagues?

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)						Education					2025 Fed Vote					Language						
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	\$100K+	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg e/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French							
Very closely – I watch as many games as I can	3%	3%	3%			2%	4%	2%	4%	5%	2%	4%	8%	5%	1%	3%	1%	4%	2%	5%	3%	2%	6%	4%	3%	2%	2%	4%	4%	3%	3%	2%	3%	3%	3%	4%	3%	3%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	1%					
Closely – I try to watch my favourites and stay up-to-date	6%	6%	5%	1%	1%	7%	6%	5%	10%	4%	5%	10%	8%	4%	6%	1%	7%	5%	6%	5%	5%	7%	7%	6%	6%	6%	4%	8%	6%	6%	6%	5%	3%	7%	6%	4%	2%	7%	6%	4%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Not very closely – I don't watch much, maybe a playoff game	23%	29%	19%	27%	19%	24%	18%	27%	33%	28%	27%	32%	14%	25%	22%	25%	24%	21%	20%	21%	26%	21%	23%	28%	18%	19%	25%	22%	21%	21%	19%	27%	22%	22%	28%	19%	23%	22%	22%	29%	25%	20%	21%	28%	20%	21%	28%	20%	28%	21%	16%	18%	24%	17%				
I don't really follow this sport at all	68%	62%	72%	72%	79%	66%	75%	63%	53%	66%	64%	50%	73%	71%	68%	73%	65%	72%	70%	70%	67%	66%	66%	64%	73%	73%	69%	67%	70%	70%	72%	66%	72%	68%	66%</																							

QW1. (PWHL - Professional Women's Hockey League) how closely do you follow each of these professional sports leagues?

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education					2025 Fed Vote					Language	
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	>\$100K	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<HS	Collg of Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French	
Very closely - I watch as many games as I can	2%	2%	1%	1%	1%	2%	2%	2%	3%	2%	2%	1%	3%	1%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	3%	1%	2%	2%	2%	2%	2%	1%	2%	3%	3%	0%	1%	2%	1%	1%	4%	6%	1%	2%	2%		
Closely - I try to watch my favourites and stay up-to-date	6%	5%	6%	6%	3%	8%	6%	6%	5%	5%	3%	9%	6%	12%	6%	6%	7%	6%	8%	5%	6%	7%	6%	8%	9%	5%	5%	8%	7%	7%	5%	6%	6%	6%	7%	8%	5%	6%	7%	6%	7%	6%	6%	7%	4%	9%	7%	3%	5%	7%	6%	
Not very closely - I don't watch much, maybe a playoff game	21%	20%	21%	24%	20%	21%	20%	24%	17%	21%	19%	20%	19%	24%	20%	28%	22%	19%	18%	19%	20%	19%	21%	26%	16%	16%	24%	17%	19%	18%	19%	26%	23%	21%	20%	22%	23%	21%	19%	20%	22%	21%	20%	21%	16%	25%	24%	22%	18%	21%	21%	
I don't really follow this sport at all	71%	73%	72%	69%	76%	70%	72%	68%	75%	72%	76%	70%	72%	62%	72%	66%	69%	73%	72%	74%	67%	72%	72%	66%	73%	77%	69%	73%	72%	74%	74%	67%	70%	72%	71%	68%	70%	72%	71%	73%	70%	70%	73%	70%	78%	64%	65%	70%	76%	71%	71%	
Topbox	29%	27%	28%	31%	24%	30%	28%	32%	25%	28%	24%	30%	28%	24%	31%	27%	28%	26%	33%	28%	28%	35%	27%	23%	31%	27%	28%	26%	26%	33%	30%	28%	29%	31%	30%	28%	29%	27%	30%	30%	27%	30%	22%	36%	35%	30%	24%	29%	29%			

QW2. On another topic - As you may have heard, Canada has been selected to host the 2026 FIFA World Cup, along with Mexico and the United States. Looking ahead to that tournament, how interested are you?

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education					2025 Fed Vote					Language	
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	>\$100K	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<HS	Collg of Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French	
Very interested, planning to follow closely	10%	10%	11%	6%	6%	12%	6%	11%	17%	6%	13%	17%	13%	7%	11%	4%	11%	8%	10%	11%	9%	11%	13%	11%	8%	9%	7%	11%	8%	11%	14%	8%	7%	9%	13%	9%	6%	9%	11%	12%	17%	8%	9%	13%	9%	11%	12%	8%	7%	11%	6%	
Interested, will tune in from time-to-time and follow headlines	30%	29%	26%	29%	27%	34%	24%	31%	35%	26%	36%	36%	31%	35%	30%	29%	30%	29%	31%	27%	31%	32%	29%	30%	31%	24%	32%	33%	29%	27%	25%	32%	27%	28%	31%	26%	28%	28%	31%	35%	28%	27%	27%	36%	26%	36%	27%	20%	26%	31%	24%	
Not that interested, won't pay close attention	21%	19%	25%	20%	29%	19%	24%	22%	19%	18%	21%	13%	16%	24%	21%	23%	21%	22%	21%	21%	22%	20%	21%	21%	22%	21%	24%	22%	20%	22%	19%	23%	22%	24%	20%	19%	23%	24%	19%	20%	25%	20%	23%	21%	21%	22%	22%	26%	19%	21%	24%	
Not interested at all	35%	40%	36%	40%	37%	32%	38%	34%	28%	46%	26%	29%	39%	33%	35%	40%	34%	37%	33%	38%	35%	32%	39%	38%	34%	41%	35%	27%	37%	38%	39%	35%	40%	36%	34%	42%	39%	36%	36%	31%	29%	40%	38%	26%	42%	29%	36%	39%	36%	38%	39%	
Not sure/Cant say	4%	3%	2%	4%	1%	3%	8%	2%	2%	3%	4%	5%	2%	1%	4%	3%	3%	4%	8%	4%	2%	5%	2%	3%	5%	2%	7%	6%	2%	4%	2%	4%	4%	2%	3%	4%	4%	3%	2%	1%	8%	3%	3%	2%	3%	6%	12%	3%	8%			
Net: Interested	39%	38%	37%	36%	33%	46%	30%	42%	51%	32%	49%	53%	44%	41%	40%	34%	42%	37%	41%	37%	40%	43%	42%	41%	39%	33%	39%	45%	37%	38%	38%	40%	34%	36%	44%	36%	34%	36%	42%	47%	48%	36%	49%	34%	48%	38%	29%	33%	42%	30%		
Net: Not interested	57%	59%	61%	60%	66%	51%	62%	58%	47%	48%	47%	43%	54%	57%	56%	63%	55%	59%	54%	59%	58%	62%	58%	67%	65%	62%	59%	49%	57%	60%	58%	58%	62%	59%	64%	61%	62%	59%	65%	61%	64%	61%	61%	48%	63%	60%	69%	65%	54%	58%	63%	

QW3. Which of the following best describes your view of hosting this event?

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education					2025 Fed Vote					Language	
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	>\$100K	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<HS	Collg of Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French	
It's worth it to host, even if costs are far higher than the revenues.	9%	8%	13%	11%	8%	10%	8%	10%	12%	6%	12%	9%	7%	12%	10%	7%	12%	6%	13%	9%	7%	16%	13%	9%	9%	6%	6%	12%	10%	10%	11%	6%	9%	9%	10%	14%	7%	9%	11%	7%	11%	8%	9%	11%	9%	10%	6%	7%	11%	16%	8%	
It's worth it, but only if costs are about the same as revenues.	32%	26%	38%	35%	37%	31%	30%	40%	30%	24%	21%	29%	37%	34%	32%	29%	31%	32%	33%	28%	34%	30%	28%	35%	37%	27%	33%	40%	27%	27%	32%	35%	26%	33%	34%	27%	26%	33%	31%	36%	41%	29%	32%	35%	27%	36%	39%	37%	29%	32%	31%	
It's only worth it if the cities make money	39%	39%	33%	38%	37%	38%	46%	34%	34%	41%	48%	40%	33%	35%	39%	43%	34%	45%	37%	42%	38%	34%	34%	33%	41%	49%	43%	33%	42%	43%	35%	39%	40%	40%	38%	34%	43%	48%	37%	40%	39%	40%	39%	42%	39%	29%	39%	42%	38%	45%		
Hosting the World Cup is not worth it at all	20%	28%	16%	16%	21%	21%	17%	16%	24%	29%	19%	22%	23%	20%	21%	23%	17%	17%	21%	20%	21%	28%	23%	13%	18%	18%	15%	21%	20%	23%	19%	25%	18%	18%	25%	18%	25%	18%	20%	16%	12%	24%	19%	15%	22%	14%	26%	18%	23%	20%	17%	
Topbox	41%	34%	51%	46%	42%	41%	37%	49%	42%	30%	34%	38%	44%	46%	42%	36%	44%	39%	46%	37%	42%	46%	41%	45%	46%	33%	39%	51%	38%	37%	42%	41%	35%	41%	45%	41%	32%	41%	42%	44%	62%	37%	41%	46%	36%	47%	45%	43%	35%	42%	38%	
Topbox	89%	72%	84%	84%	79%	83%	84%	78%	71%	81%	78%	77%	80%	80%	79%	77%	83%	83%	79%	80%	79%	75%	77%	87%	82%	82%	85%	79%	80%	77%	81%	75%	82%	82%	78%	75%	82%	80%	84%	88%	76%	81%	85%	78%	86%	74%	82%	77%	80%	83%		

QW4. (The FIFA World Cup) Which statement would you say is closest to your opinion about each of the following events?

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education					2025 Fed Vote					Language	
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	>\$100K	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<HS	Collg of Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French	
Are NOT a worthwhile investment for the host country	54%	56%	52%	51%	55%	56%	52%	51%	49%	60%	59%	60%	56%	50%	53%	56%	57%	50%	49%	56%	55%	51%	61%	60%	48%	51%	52%	46%	54%	56%	53%	56%	57%	56%	52%	55%	58%	56%	53%	52%	50%	57%	54%	50%	59%	49%	54%	54%	45%	54%	52%	
Are a worthwhile investment for the host country	46%	44%	48%	49%	45%	44%	48%	49%	51%	40%	41%	40%	44%	50%	47%	44%	43%	50%	51%	44%	45%	49%	39%	40%	52%	49%	48%	54%	46%	44%	47%	44%	43%	44%	48%	45%	42%	44%	47%	48%	50%	43%	46%	50%	41%	51%	46%	46%	55%	46%	48%	

QW5. (The Summer Olympics) Which statement would you say is closest to your opinion about each of the following events?

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education					2025 Fed Vote					Language	
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	>\$100K	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<HS	Collg of Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French	
Are a worthwhile investment for the host country	52%	55%	55%	59%	50%	51%	50%	57%	57%	54%	49%	44%	53%	56%	52%	53%	47%	57%	59%	48%	53%	56%	40%	47%	62%	52%	58%	65%	51%	47%	46%	52%	51%	52%	52%	51%	51%	52%	53%	51%	53%	52%	50%	54%	54%	48%	58%	56%	53%	49%		
Are NOT a worthwhile investment for the host country	48%	45%	45%	41%	50%	49%	50%	43%	43%	46%	51%	56%	47%	44%	48%	47%	53%	43%	41%	54%	47%	44%	60%	53%	38%	48%	42%	35%	49%	53%	54%	48%	49%	48%	48%	49%	49%	49%	49%	47%	49%	47%	48%	50%	48%	54%	42%	44%	53%	42%	47%	51%

QW6. (The Winter Olympics) Which statement would you say is closest to your opinion about each of the following events?

	Total	Region								Cities					Geo Type		Gender		Age					Gender-Age					Age (Fine)					Household Income		Household Income (Fine)					Education					2025 Fed Vote					Language	
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest-Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	>\$100K	<\$25K	\$25K- \$50K	\$50K- \$														

QW10. Agreement - The tickets for these World Cup games are way too expensive for me to attend

	Total	Region								Cities					Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income		Household Income (Fine)						Education					2025 Fed Vote					Language		
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg or Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French		
Strongly agree	59%	58%	49%	41%	41%	51%	51%	37%	69%	67%	56%	51%	44%	56%	50%	50%	51%	49%	43%	50%	56%	45%	51%	56%	41%	49%	55%	35%	47%	50%	54%	56%	59%	47%	48%	61%	58%	47%	51%	52%	33%	55%	52%	43%	53%	47%	49%	49%	52%	51%	50%	52%
Agree	29%	29%	19%	19%	23%	21%	19%	24%	24%	18%	21%	24%	22%	17%	21%	17%	22%	19%	22%	20%	20%	24%	22%	21%	20%	18%	19%	26%	18%	20%	20%	20%	18%	24%	20%	20%	17%	24%	19%	20%	22%	19%	19%	23%	17%	23%	22%	21%	21%	19%		
Disagree	3%	1%	3%	3%	2%	3%	2%	4%	2%	1%	2%	4%	2%	5%	3%	3%	3%	2%	4%	2%	1%	5%	3%	2%	4%	2%	1%	5%	8%	2%	2%	2%	1%	1%	2%	4%	1%	1%	2%	2%	12%	2%	2%	4%	3%	2%	3%	3%	2%			
Strongly disagree	1%	1%	2%	1%	1%	1%	1%	0%	1%	0%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	2%	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%				
Not sure/Can't say	26%	26%	26%	36%	35%	24%	27%	36%	14%	24%	21%	20%	31%	22%	25%	30%	23%	29%	29%	27%	23%	25%	23%	21%	34%	30%	24%	29%	29%	28%	24%	22%	21%	25%	28%	16%	23%	29%	28%	26%	30%	24%	26%	29%	28%	27%	25%	24%	24%	26%	27%	
Net: Agree	71%	70%	69%	60%	63%	72%	70%	61%	83%	78%	77%	75%	66%	73%	71%	67%	73%	65%	65%	70%	75%	69%	73%	77%	61%	67%	74%	64%	65%	70%	74%	75%	76%	71%	68%	81%	75%	71%	75%	73%	55%	74%	71%	65%	71%	70%	71%	73%	71%	71%	70%	
Net: Disagree	4%	2%	9%	4%	2%	4%	3%	4%	3%	1%	2%	9%	3%	9%	4%	3%	4%	3%	8%	4%	2%	6%	4%	2%	6%	3%	3%	2%	7%	6%	2%	2%	2%	3%	3%	5%	3%	3%	3%	3%	1%	2%	3%	3%	4%	3%	4%	3%	6%	4%	3%	

QW11. Agreement - If I was given two tickets, I'd probably end up reselling them for the money

	Total	Region								Cities					Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income		Household Income (Fine)						Education					2025 Fed Vote					Language			
		BC	AB	SK	MB	ON	QC	ATL	Metro Van	Rest BC	TO-416	TO-905	SW Ont	Rest Ont	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+	18-29	30-39	40-49	50-59	60+	<\$50K	\$50K- \$100K	<\$25K	\$25K- \$50K	\$50K- \$100K	\$100K- \$150K	\$150K- \$200K	\$200K+	<=HS	Collg or Trade school	Univ+	CPC	Liberal	NDP	BQ	Did not vote	English	French			
Strongly agree	29%	32%	32%	32%	38%	27%	29%	26%	26%	34%	23%	23%	32%	28%	28%	35%	32%	26%	27%	32%	28%	33%	32%	32%	22%	31%	25%	27%	29%	32%	30%	29%	37%	28%	27%	35%	38%	28%	30%	28%	20%	34%	31%	21%	34%	24%	26%	29%	30%	29%	30%	29%	
Agree	23%	26%	23%	27%	22%	24%	20%	26%	29%	28%	26%	22%	22%	26%	23%	26%	24%	23%	25%	23%	22%	28%	23%	21%	23%	23%	23%	25%	26%	24%	19%	23%	25%	21%	25%	25%	25%	22%	22%	19%	21%	24%	25%	23%	24%	25%	25%	20%	24%	20%	24%	20%	
Disagree	24%	20%	27%	21%	24%	26%	23%	28%	23%	17%	29%	29%	26%	26%	18%	22%	27%	26%	21%	26%	20%	21%	24%	31%	21%	29%	29%	24%	21%	24%	26%	18%	26%	27%	28%	18%	26%	27%	28%	18%	26%	27%	24%	31%	22%	25%	29%	21%	29%	31%	19%	25%	23%
Strongly disagree	12%	11%	12%	4%	13%	12%	14%	11%	18%	7%	12%	15%	11%	11%	13%	8%	12%	12%	10%	14%	12%	10%	14%	11%	11%	13%	12%	12%	11%	12%	10%	11%	8%	11%	16%	7%	8%	11%	12%	16%	21%	10%	11%	15%	11%	15%	10%	15%	10%	11%	14%		
Not sure/Can't say	11%	12%	6%	15%	6%	11%	13%	12%	11%	13%	9%	16%	10%	9%	11%	12%	10%	12%	11%	11%	11%	9%	10%	11%	13%	12%	12%	11%	12%	10%	11%	11%	12%	10%	9%	13%	12%	16%	8%	13%	8%	12%	10%	11%	10%	12%	8%	13%	14%	11%	12%		
Net: Agree	52%	57%	55%	59%	56%	51%	49%	52%	46%	63%	50%	45%	53%	54%	51%	51%	56%	49%	53%	54%	50%	51%	55%	43%	44%	45%	48%	52%	52%	54%	48%	51%	53%	54%	52%	47%	49%	49%	42%	52%	36%	53%	46%	57%	48%	51%	54%	51%	53%	50%			
Net: Disagree	37%	31%	39%	25%	37%	38%	37%	36%	43%	25%	42%	39%	36%	37%	35%	27%	34%	39%	36%	35%	38%	35%	35%	36%	42%	35%	41%	39%	34%	35%	40%	37%	26%	37%	42%	27%	26%	37%	49%	49%	62%	32%	36%	43%	33%	40%	41%	34%	35%	36%	37%		