	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Weighted Sample	1806	251	201	53	63	699	417	122	1583	222	880	925	483	587	736	243	287	350	239	300	386	73	410	247	339	274	462	337	541	686	115	222	541	364	164	158	723	547	536
Unweighted Sample	1806	205	157	121	121	611	438	153	1554	252	884	922	485	630	691	233	309	342	252	321	349	70	415	264	366	258	433	336	545	695	113	223	545	375	163	157	740	502	564

QT1. Which of the following do you subscribe to?

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Amazon Prime	62%	65%	70%	64%	63%	65%	50%	64%	62%	63%	61%	63%	56%	71%	59%	56%	69%	58%	57%	72%	59%	45%	59%	69%	72%	68%	53%	49%	59%	72%	46%	51%	59%	68%	74%	78%	60%	64%	63%
Netflix	60%	58%	69%	65%	62%	61%	54%	60%	60%	57%	56%	64%	57%	67%	57%	52%	63%	54%	62%	70%	59%	58%	57%	66%	67%	61%	54%	49%	57%	69%	49%	49%	57%	66%	68%	76%	59%	57%	64%
Disney+	30%	30%	33%	35%	34%	34%	20%	36%	31%	27%	29%	32%	38%	39%	18%	32%	39%	18%	44%	40%	19%	41%	37%	42%	37%	25%	14%	23%	26%	41%	21%	24%	26%	38%	42%	45%	27%	32%	33%
Crave	29%	28%	22%	32%	21%	30%	30%	30%	30%	24%	25%	32%	29%	35%	24%	25%	34%	18%	34%	35%	29%	21%	31%	36%	34%	30%	20%	20%	26%	38%	20%	21%	26%	37%	39%	38%	25%	29%	34%
Apple TV	18%	23%	22%	13%	14%	20%	11%	16%	19%	13%	17%	19%	15%	21%	18%	15%	19%	16%	15%	22%	19%	10%	16%	19%	21%	21%	16%	8%	15%	25%	6%	9%	15%	22%	25%	33%	15%	18%	22%
Paramount Plus	12%	14%	17%	21%	19%	14%	4%	18%	12%	15%	11%	13%	8%	15%	13%	7%	14%	12%	9%	17%	14%	4%	8%	14%	16%	18%	10%	12%	9%	15%	9%	13%	9%	14%	16%	18%	14%	12%	11%
Sportsnet+	8%	11%	11%	8%	11%	9%	3%	8%	8%	8%	9%	8%	7%	7%	9%	6%	7%	12%	9%	7%	7%	9%	7%	7%	7%	9%	10%	7%	8%	10%	4%	8%	8%	10%	8%	10%	8%	7%	10%
TSN+	7%	9%	6%	13%	7%	8%	3%	6%	7%	7%	6%	7%	4%	5%	9%	4%	6%	9%	5%	4%	10%	1%	5%	3%	6%	12%	8%	6%	7%	7%	4%	7%	7%	6%	7%	9%	7%	6%	7%
DAZN	2%	3%	3%	1%	6%	2%	1%	0%	2%	2%	3%	2%	4%	2%	1%	4%	3%	1%	4%	1%	1%	1%	5%	3%	1%	1%	1%	2%	2%	3%	3%	1%	2%	2%	4%	4%	1%	2%	3%
Fubo	1%	1%	0%		1%	2%	1%		1%	1%	1%	1%	2%	1%	0%	3%	1%	0%	2%	0%	0%	3%	2%	2%		0%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%
Other platforms not listed	13%	18%	12%	12%	20%	12%	12%	10%	13%	11%	13%	13%	8%	17%	13%	9%	18%	13%	7%	15%	14%	6%	8%	16%	17%	10%	15%	16%	11%	14%	16%	15%	11%	14%	12%	16%	12%	15%	12%
None of the above	16%	15%	11%	14%	11%	16%	21%	16%	16%	19%	18%	14%	18%	10%	20%	21%	11%	21%	14%	9%	18%	24%	16%	11%	10%	16%	22%	25%	19%	9%	29%	23%	19%	11%	9%	7%	17%	18%	13%

QT2. [Too Expensive] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Netflix	55%	57%	57%	61%	67%	56%	45%	57%	55%	54%	57%	53%	70%	57%	42%	68%	62%	45%	72%	53%	40%	57%	73%	62%	54%	50%	37%	53%	53%	57%	52%	54%	53%	61%	60%	48%	49%	53%	63%
Amazon Prime	33%	37%	33%	39%	44%	33%	26%	33%	33%	29%	33%	33%	43%	30%	29%	39%	32%	29%	46%	28%	29%	38%	43%	31%	29%	38%	22%	33%	35%	32%	39%	30%	35%	35%	32%	24%	32%	31%	36%
Apple TV	47%	56%	55%	62%	45%	43%	41%	51%	46%	57%	48%	47%	46%	52%	43%	40%	56%	45%	53%	49%	42%	28%	48%	45%	57%	50%	38%	43%	39%	52%	48%	41%	39%	56%	47%	49%	47%	42%	52%
Disney+	57%	54%	57%	64%	55%	55%	64%	56%	57%	57%	61%	53%	62%	62%	41%	66%	66%	48%	60%	58%	36%	50%	65%	64%	60%	49%	33%	47%	52%	64%	67%	38%	52%	66%	63%	59%	51%	59%	62%
Crave	46%	46%	56%	51%	59%	48%	36%	52%	46%	47%	45%	48%	43%	50%	45%	40%	47%	45%	45%	53%	44%	45%	43%	53%	48%	51%	39%	48%	38%	50%	45%	50%	38%	51%	50%	49%	44%	43%	52%
Paramount Plus	51%	55%	54%	53%	53%	51%	42%	49%	52%	45%	52%	50%	66%	56%	41%	63%	55%	44%	68%	56%	38%	100%	63%	49%	60%	45%	37%	49%	45%	56%	72%	41%	45%	61%	64%	38%	47%	53%	56%
DAZN	71%	69%	41%	100%	88%	86%	38%	100%	67%	100%	81%	57%	90%	70%	14%	100%	82%	25%	80%	39%			94%	77%	58%	15%	13%	84%	76%	64%	71%	100%	76%	64%	69%	60%	82%	65%	72%
Sportsnet+	63%	62%	72%	80%	68%	59%	53%	74%	61%	76%	67%	58%	82%	69%	50%	86%	84%	52%	80%	55%	46%	52%	89%	83%	58%	51%	49%	73%	57%	63%	82%	70%	57%	60%	72%	64%	54%	70%	66%
TSN+	52%	33%	36%	73%	90%	58%	49%	57%	50%	66%	58%	47%	84%	64%	37%	83%	73%	43%	85%	52%	32%		89%	84%	56%	42%	34%	50%	48%	52%	55%	49%	48%	51%	45%	59%	45%	58%	56%
Other platforms not listed	19%	19%	17%	40%	41%	14%	17%	29%	19%	17%	16%	21%	35%	11%	20%	28%	10%	18%	44%	12%	21%		40%	8%	13%	29%	16%	35%	11%	15%	58%	22%	11%	21%	8%	11%	18%	23%	14%

QT2. [About the right price] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Netflix	41%	41%	37%	36%	30%	40%	47%	37%	40%	44%	40%	42%	28%	41%	49%	31%	36%	49%	26%	45%	49%	43%	25%	35%	45%	42%	54%	38%	42%	40%	40%	36%	42%	36%	36%	52%	45%	42%	34%
Amazon Prime	54%	54%	51%	49%	46%	55%	57%	57%	54%	56%	55%	54%	49%	59%	53%	50%	57%	55%	48%	62%	51%	41%	50%	58%	60%	47%	57%	48%	54%	56%	47%	48%	54%	55%	50%	65%	54%	56%	53%
Apple TV	44%	40%	36%	32%	39%	48%	48%	44%	46%	23%	42%	46%	43%	41%	48%	46%	39%	42%	39%	43%	52%	72%	40%	47%	38%	45%	51%	52%	53%	39%	52%	52%	53%	36%	41%	41%	45%	45%	43%
Disney+	36%	36%	34%	33%	39%	37%	32%	37%	36%	36%	33%	39%	32%	34%	44%	31%	31%	39%	33%	37%	48%	44%	30%	30%	37%	42%	46%	41%	41%	31%	29%	47%	41%	26%	32%	41%	40%	35%	32%
Crave	40%	43%	33%	42%	35%	39%	44%	36%	41%	34%	42%	39%	43%	36%	42%	47%	37%	42%	40%	35%	42%	49%	43%	35%	37%	35%	48%	35%	46%	38%	43%	31%	46%	35%	41%	42%	41%	38%	40%
Paramount Plus	41%	41%	33%	47%	34%	41%	52%	44%	41%	41%	38%	43%	31%	38%	47%	37%	35%	41%	27%	41%	52%		34%	42%	36%	43%	51%	40%	49%	37%	19%	48%	49%	32%	21%	62%	41%	40%	42%
DAZN	26%	31%	59%		12%	6%	62%		30%		19%	35%	10%	20%	86%		18%	75%	20%	27%	100%	100%	6%	6%	42%	85%	87%	16%	13%	36%	29%		13%	36%	31%	40%	18%	26%	28%
Fubo	13%					9%	58%		16%		22%		21%			34%						55%	12%							25%						69%	29%		12%
Sportsnet+	31%	38%	23%	10%	32%	31%	40%	26%	32%	19%	26%	36%	12%	27%	43%	7%	13%	38%	15%	40%	49%	31%	7%	5%	42%	49%	39%	27%	34%	30%	18%	30%	34%	32%	28%	29%	40%	25%	25%
TSN+	38%	56%	64%	21%	10%	31%	38%	32%	41%	19%	30%	46%	16%	23%	52%	17%	17%	41%	15%	30%	62%	100%	11%		31%	54%	50%	39%	42%	38%	45%	38%	42%	44%	44%	26%	42%	37%	36%
Other platforms not listed	49%	67%	42%	39%	32%	45%	52%	40%	49%	53%	51%	48%	46%	54%	46%	59%	52%	46%	28%	56%	46%	78%	42%	57%	52%	30%	53%	30%	51%	58%	12%	40%	51%	55%	38%	79%	52%	45%	51%

QT2. [A good deal] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Netflix	5%	2%	5%	4%	3%	3%	8%	6%	5%	2%	3%	6%	2%	2%	9%	1%	2%	7%	3%	3%	10%		2%	3%	1%	8%	9%	9%	5%	3%	8%	10%	5%	3%	5%	0%	6%	5%	3%
Amazon Prime	13%	10%	17%	12%	10%	12%	17%	10%	13%	15%	13%	13%	8%	11%	18%	10%	11%	16%	6%	10%	20%	21%	6%	11%	11%	15%	21%	19%	11%	12%	14%	22%	11%	9%	17%	11%	14%	14%	11%
Apple TV	8%	5%	9%	6%	16%	9%	11%	5%	7%	20%	10%	7%	11%	6%	9%	14%	4%	12%	8%	8%	6%		12%	9%	5%	5%	11%	5%	8%	9%		7%	8%	8%	11%	10%	8%	13%	5%
Disney+	7%	10%	9%	2%	5%	8%	4%	7%	7%	8%	6%	8%	5%	4%	15%	4%	4%	14%	7%	4%	16%	7%	5%	5%	3%	8%	21%	11%	7%	5%	4%	15%	7%	8%	4%		9%	6%	6%
Crave	14%	11%	11%	6%	6%	13%	20%	12%	13%	19%	14%	14%	13%	14%	14%	12%	15%	12%	14%	12%	14%	7%	14%	12%	15%	14%	13%	17%	16%	11%	13%	19%	16%	14%	9%	8%	15%	19%	8%
Paramount Plus	8%	4%	13%		13%	8%	6%	7%	7%	14%	10%	6%	3%	6%	12%		10%	14%	5%	3%	10%		3%	9%	4%	11%	12%	11%	6%	7%	9%	11%	6%	7%	15%		12%	6%	2%
DAZN	3%					8%			4%			8%		10%						35%				17%					11%				11%					9%	
Sportsnet+	6%		5%	10%		11%	7%		7%	4%	7%	5%	6%	5%	7%	7%	4%	9%	5%	6%	5%	16%	4%	12%			12%		9%	7%			9%	9%		8%	6%	4%	8%
TSN+	10%	11%		6%		11%	14%	11%	9%	15%	12%	7%		14%	11%		10%	16%		19%	6%			16%	13%	4%	16%	10%	11%	10%			14%	11%	5%	11%	15%	14%	5%	8%
Other platforms not listed	32%	14%	41%	21%	27%	42%	31%	31%	32%	30%	32%	31%	19%	35%	34%	13%	38%	36%	28%	32%	32%	22%	19%	36%	34%	40%	31%	35%	38%	27%	30%	38%	38%	25%	54%	11%	30%	32%	35%

QT2. [Netflix] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	55%	57%	57%	61%	67%	56%	45%	57%	55%	54%	57%	53%	70%	57%	42%	68%	62%	45%	72%	53%	40%	57%	73%	62%	54%	50%	37%	53%	53%	57%	52%	54%	53%	61%	60%	48%	49%	53%	63%
About the right price	41%	41%	37%	36%	30%	40%	47%	37%	40%	44%	40%	42%	28%	41%	49%	31%	36%	49%	26%	45%	49%	43%	25%	35%	45%	42%	54%	38%	42%	40%	40%	36%	42%	36%	36%	52%	45%	42%	34%
A good deal	5%	2%	5%	4%	3%	3%	8%	6%	5%	2%	3%	6%	2%	2%	9%	1%	2%	7%	3%	3%	10%		2%	3%	1%	8%	9%	9%	5%	3%	8%	10%	5%	3%	5%	0%	6%	5%	3%

QT2. [Amazon Prime] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	33%	37%	33%	39%	44%	33%	26%	33%	33%	29%	33%	33%	43%	30%	29%	39%	32%	29%	46%	28%	29%	38%	43%	31%	29%	38%	22%	33%	35%	32%	39%	30%	35%	35%	32%	24%	32%	31%	36%
About the right price	54%	54%	51%	49%	46%	55%	57%	57%	54%	56%	55%	54%	49%	59%	53%	50%	57%	55%	48%	62%	51%	41%	50%	58%	60%	47%	57%	48%	54%	56%	47%	48%	54%	55%	50%	65%	54%	56%	53%
A good deal	13%	10%	17%	12%	10%	12%	17%	10%	13%	15%	13%	13%	8%	11%	18%	10%	11%	16%	6%	10%	20%	21%	6%	11%	11%	15%	21%	19%	11%	12%	14%	22%	11%	9%	17%	11%	14%	14%	11%

QT2. [Apple TV] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	47%	56%	55%	62%	45%	43%	41%	51%	46%	57%	48%	47%	46%	52%	43%	40%	56%	45%	53%	49%	42%	28%	48%	45%	57%	50%	38%	43%	39%	52%	48%	41%	39%	56%	47%	49%	47%	42%	52%
About the right price	44%	40%	36%	32%	39%	48%	48%	44%	46%	23%	42%	46%	43%	41%	48%	46%	39%	42%	39%	43%	52%	72%	40%	47%	38%	45%	51%	52%	53%	39%	52%	52%	53%	36%	41%	41%	45%	45%	43%
A good deal	8%	5%	9%	6%	16%	9%	11%	5%	7%	20%	10%	7%	11%	6%	9%	14%	4%	12%	8%	8%	6%		12%	9%	5%	5%	11%	5%	8%	9%		7%	8%	8%	11%	10%	8%	13%	5%

QT2. [Disney+] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	57%	54%	57%	64%	55%	55%	64%	56%	57%	57%	61%	53%	62%	62%	41%	66%	66%	48%	60%	58%	36%	50%	65%	64%	60%	49%	33%	47%	52%	64%	67%	38%	52%	66%	63%	59%	51%	59%	62%
About the right price	36%	36%	34%	33%	39%	37%	32%	37%	36%	36%	33%	39%	32%	34%	44%	31%	31%	39%	33%	37%	48%	44%	30%	30%	37%	42%	46%	41%	41%	31%	29%	47%	41%	26%	32%	41%	40%	35%	32%
A good deal	7%	10%	9%	2%	5%	8%	4%	7%	7%	8%	6%	8%	5%	4%	15%	4%	4%	14%	7%	4%	16%	7%	5%	5%	3%	8%	21%	11%	7%	5%	4%	15%	7%	8%	4%		9%	6%	6%

QT2. [Crave] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	46%	46%	56%	51%	59%	48%	36%	52%	46%	47%	45%	48%	43%	50%	45%	40%	47%	45%	45%	53%	44%	45%	43%	53%	48%	51%	39%	48%	38%	50%	45%	50%	38%	51%	50%	49%	44%	43%	52%
About the right price	40%	43%	33%	42%	35%	39%	44%	36%	41%	34%	42%	39%	43%	36%	42%	47%	37%	42%	40%	35%	42%	49%	43%	35%	37%	35%	48%	35%	46%	38%	43%	31%	46%	35%	41%	42%	41%	38%	40%
A good deal	14%	11%	11%	6%	6%	13%	20%	12%	13%	19%	14%	14%	13%	14%	14%	12%	15%	12%	14%	12%	14%	7%	14%	12%	15%	14%	13%	17%	16%	11%	13%	19%	16%	14%	9%	8%	15%	19%	8%

QT2. [Paramount Plus] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	51%	55%	54%	53%	53%	51%	42%	49%	52%	45%	52%	50%	66%	56%	41%	63%	55%	44%	68%	56%	38%	100%	63%	49%	60%	45%	37%	49%	45%	56%	72%	41%	45%	61%	64%	38%	47%	53%	56%
About the right price	41%	41%	33%	47%	34%	41%	52%	44%	41%	41%	38%	43%	31%	38%	47%	37%	35%	41%	27%	41%	52%		34%	42%	36%	43%	51%	40%	49%	37%	19%	48%	49%	32%	21%	62%	41%	40%	42%
A good deal	8%	4%	13%		13%	8%	6%	7%	7%	14%	10%	6%	3%	6%	12%		10%	14%	5%	3%	10%		3%	9%	4%	11%	12%	11%	6%	7%	9%	11%	6%	7%	15%		12%	6%	2%

QT2. [DAZN] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	71%	69%	41%	100%	88%	86%	38%	100%	67%	100%	81%	57%	90%	70%	14%	100%	82%	25%	80%	39%			94%	77%	58%	15%	13%	84%	76%	64%	71%	100%	76%	64%	69%	60%	82%	65%	72%
About the right price	26%	31%	59%		12%	6%	62%		30%		19%	35%	10%	20%	86%		18%	75%	20%	27%	100%	100%	6%	6%	42%	85%	87%	16%	13%	36%	29%		13%	36%	31%	40%	18%	26%	28%
A good deal	3%					8%			4%			8%		10%						35%				17%					11%				11%					9%	

QT2. [Fubo] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	66%	100%	100%		100%	58%	42%		68%	54%	68%	62%	70%	72%	26%	51%	100%	100%	100%			45%	76%	72%			100%	100%	44%	75%	100%	100%	44%	100%	100%	31%	71%	72%	59%
About the right price	13%					9%	58%		16%		22%		21%			34%						55%	12%							25%						69%	29%		12%
A good deal	21%					32%			16%	46%	10%	38%	9%	28%	74%	15%				100%	100%		12%	28%		100%			56%				56%					28%	28%

QT2. [Sportsnet+] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	63%	62%	72%	80%	68%	59%	53%	74%	61%	76%	67%	58%	82%	69%	50%	86%	84%	52%	80%	55%	46%	52%	89%	83%	58%	51%	49%	73%	57%	63%	82%	70%	57%	60%	72%	64%	54%	70%	66%
About the right price	31%	38%	23%	10%	32%	31%	40%	26%	32%	19%	26%	36%	12%	27%	43%	7%	13%	38%	15%	40%	49%	31%	7%	5%	42%	49%	39%	27%	34%	30%	18%	30%	34%	32%	28%	29%	40%	25%	25%
A good deal	6%		5%	10%		11%	7%		7%	4%	7%	5%	6%	5%	7%	7%	4%	9%	5%	6%	5%	16%	4%	12%			12%		9%	7%			9%	9%		8%	6%	4%	8%

QT2. [TSN+] And would you say the monthly cost you pay for the following is…

		Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+

	Total	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+
Too expensive	52%	33%	36%	73%	90%	58%	49%	57%	50%	66%	58%	47%	84%	64%	37%	83%	73%	43%	85%	52%	32%		89%	84%	56%	42%	34%	50%	48%	52%	55%	49%	48%	51%	45%	59%	45%	58%	56%
About the right price	38%	56%	64%	21%	10%	31%	38%	32%	41%	19%	30%	46%	16%	23%	52%	17%	17%	41%	15%	30%	62%	100%	11%		31%	54%	50%	39%	42%	38%	45%	38%	42%	44%	44%	26%	42%	37%	36%
A good deal	10%	11%		6%		11%	14%	11%	9%	15%	12%	7%		14%	11%		10%	16%		19%	6%			16%	13%	4%	16%	10%	11%	10%		14%	11%	5%	11%	15%	14%	5%	8%

QT2. [Other platforms not listed] And would you say the monthly cost you pay for the following is…

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Too expensive	19%	19%	17%	40%	41%	14%	17%	29%	19%	17%	16%	21%	35%	11%	20%	28%	10%	18%	44%	12%	21%		40%	8%	13%	29%	16%	35%	11%	15%	58%	22%	11%	21%	8%	11%	18%	23%	14%
About the right price	49%	67%	42%	39%	32%	45%	52%	40%	49%	53%	51%	48%	46%	54%	46%	59%	52%	46%	28%	56%	46%	78%	42%	57%	52%	30%	53%	30%	51%	58%	12%	40%	51%	55%	38%	79%	52%	45%	51%
A good deal	32%	14%	41%	21%	27%	42%	31%	31%	32%	30%	32%	31%	19%	35%	34%	13%	38%	36%	28%	32%	32%	22%	19%	36%	34%	40%	31%	35%	38%	27%	30%	38%	38%	25%	54%	11%	30%	32%	35%

QS1. [Net Follow] how closely do you follow each of these professional sports leagues?

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
NHL – National Hockey League	62%	63%	68%	57%	70%	59%	62%	57%	62%	59%	66%	57%	60%	61%	63%	63%	66%	69%	57%	56%	58%	55%	61%	63%	59%	63%	63%	56%	62%	64%	56%	56%	62%	65%	62%	66%	63%	62%	60%
PWHL – Professional Women's Hockey League	27%	26%	22%	23%	21%	27%	29%	29%	27%	22%	28%	25%	28%	25%	27%	27%	27%	31%	29%	23%	24%	31%	27%	27%	23%	25%	29%	25%	28%	28%	32%	21%	28%	27%	24%	33%	25%	27%	28%
CFL – Canadian Football League	38%	42%	51%	73%	67%	32%	33%	25%	37%	41%	45%	31%	29%	34%	46%	34%	41%	56%	24%	29%	38%	25%	29%	31%	37%	44%	48%	32%	37%	41%	33%	32%	37%	39%	38%	48%	39%	38%	36%
NFL – National Football League	38%	33%	42%	43%	42%	39%	36%	38%	38%	36%	46%	31%	34%	39%	40%	38%	44%	52%	29%	34%	29%	33%	34%	39%	39%	39%	40%	33%	37%	43%	34%	32%	37%	40%	39%	53%	37%	40%	37%
MLB – Major League Baseball	45%	40%	46%	52%	44%	57%	28%	46%	45%	45%	52%	39%	41%	43%	50%	43%	50%	59%	39%	36%	42%	38%	42%	46%	41%	50%	51%	37%	46%	49%	33%	39%	46%	48%	46%	55%	45%	46%	45%
NBA – National Basketball Association	28%	28%	27%	26%	29%	36%	18%	26%	30%	18%	34%	23%	34%	27%	26%	38%	32%	32%	30%	21%	20%	40%	33%	26%	27%	30%	23%	23%	29%	32%	31%	19%	29%	30%	29%	39%	25%	27%	34%

QS1. [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			HHI (Fine)						Education		
		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+
Very closely – I watch as many games as I can	13%	11%	16%	8%	15%	13%	16%	9%	13%	14%	16%	11%	10%	13%	15%	12%	18%	17%	9%	9%	13%	9%	10%	10%	16%	17%	14%	11%	17%	13%	16%	9%	17%	12%	16%	11%	15%	13%	11%
Closely - I try to watch my favourites and stay up-to-date	21%	18%	26%	21%	29%	20%	21%	19%	21%	20%	24%	18%	20%	24%	19%	23%	26%	22%	18%	21%	16%	16%	21%	27%	21%	17%	20%	17%	19%	22%	13%	20%	19%	21%	19%	28%	20%	22%	20%
Not very closely – I don't watch much, maybe a playoff game	27%	34%	25%	27%	25%	27%	25%	29%	28%	25%	26%	28%	29%	24%	29%	28%	22%	29%	31%	26%	29%	30%	29%	26%	22%	30%	29%	27%	26%	29%	27%	28%	26%	32%	27%	27%	27%	26%	29%
I don't really follow this sport at all	38%	37%	32%	43%	30%	41%	38%	43%	38%	41%	34%	43%	40%	39%	37%	37%	34%	31%	43%	44%	42%	45%	39%	37%	41%	37%	37%	44%	38%	36%	44%	44%	38%	35%	38%	34%	37%	38%	40%
Net: Follow	62%	63%	68%	57%	70%	59%	62%	57%	62%	59%	66%	57%	60%	61%	63%	63%	66%	69%	57%	56%	58%	55%	61%	63%	59%	63%	63%	56%	62%	64%	56%	56%	62%	65%	62%	66%	63%	62%	60%

QS1. [PWHL – Professional Women's Hockey League] how closely do you follow each of these professional sports leagues?

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Very closely – I watch as many games as I can	2%	0%	2%		3%	2%	3%	1%	2%	1%	2%	2%	4%	1%	1%	4%	1%	1%	5%	1%	1%	3%	4%	1%	2%	2%	1%	2%	2%	2%	5%	1%	2%	1%	4%	3%	1%	2%	3%
Closely - I try to watch my favourites and stay up-to-date	6%	5%	4%	4%	2%	6%	7%	2%	6%	4%	7%	4%	6%	5%	6%	6%	5%	9%	6%	5%	3%	7%	6%	6%	4%	2%	8%	5%	7%	5%	6%	5%	7%	5%	4%	8%	6%	4%	7%
Not very closely – I don't watch much, maybe a playoff game	19%	21%	16%	19%	16%	19%	18%	26%	20%	16%	20%	18%	18%	19%	20%	18%	20%	21%	18%	17%	20%	20%	17%	21%	17%	21%	20%	17%	19%	20%	21%	15%	19%	21%	16%	22%	18%	20%	19%

I don't really follow this sport at all	73%	74%	78%	77%	79%	73%	71%	71%	73%	78%	72%	75%	72%	75%	73%	73%	73%	69%	71%	77%	76%	69%	73%	73%	77%	75%	71%	75%	72%	72%	68%	79%	72%	73%	76%	67%	75%	73%	72%
Net: Follow	27%	26%	22%	23%	21%	27%	29%	29%	27%	22%	28%	25%	28%	25%	27%	27%	27%	31%	29%	23%	24%	31%	27%	27%	23%	25%	29%	25%	28%	28%	32%	21%	28%	27%	24%	33%	25%	27%	28%

QS1. [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			HHI (Fine)						Education		
		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+
Very closely – I watch as many games as I can	5%	6%	7%	25%	20%	3%	3%	1%	5%	6%	6%	4%	3%	4%	7%	3%	6%	9%	3%	3%	5%	1%	3%	3%	6%	6%	8%	6%	5%	5%	5%	6%	5%	5%	6%	5%	5%	5%	5%
Closely - I try to watch my favourites and stay up-to-date	9%	9%	16%	20%	21%	7%	10%	3%	10%	8%	12%	7%	8%	8%	11%	9%	10%	15%	7%	6%	8%	11%	8%	8%	8%	10%	12%	7%	10%	10%	7%	7%	10%	10%	6%	12%	10%	10%	8%
Not very closely – I don't watch much, maybe a playoff game	23%	27%	28%	27%	26%	23%	20%	21%	23%	28%	27%	20%	18%	22%	28%	22%	24%	32%	14%	20%	25%	12%	19%	20%	24%	28%	28%	19%	23%	26%	20%	19%	23%	24%	27%	31%	24%	23%	23%
I don't really follow this sport at all	62%	58%	49%	27%	33%	68%	67%	75%	63%	59%	55%	69%	71%	66%	54%	66%	59%	44%	76%	71%	62%	75%	71%	69%	63%	56%	52%	68%	63%	59%	67%	68%	63%	61%	62%	52%	61%	62%	64%
Net: Follow	38%	42%	51%	73%	67%	32%	33%	25%	37%	41%	45%	31%	29%	34%	46%	34%	41%	56%	24%	29%	38%	25%	29%	31%	37%	44%	48%	32%	37%	41%	33%	32%	37%	39%	38%	48%	39%	38%	36%

QS1. [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			HHI (Fine)						Education		
		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+
Very closely – I watch as many games as I can	7%	8%	7%	8%	8%	6%	6%	3%	7%	4%	9%	4%	5%	9%	6%	6%	13%	8%	4%	5%	3%	3%	6%	7%	10%	8%	5%	3%	7%	8%	3%	3%	7%	7%	10%	10%	6%	9%	6%
Closely - I try to watch my favourites and stay up-to-date	11%	10%	16%	13%	18%	11%	9%	7%	11%	11%	14%	8%	9%	11%	13%	12%	12%	17%	6%	9%	9%	13%	8%	10%	11%	10%	14%	11%	10%	13%	11%	11%	10%	11%	13%	16%	11%	10%	12%
Not very closely – I don't watch much, maybe a playoff game	20%	16%	18%	22%	16%	21%	20%	28%	20%	22%	22%	18%	20%	20%	21%	20%	19%	26%	19%	20%	16%	17%	20%	22%	18%	21%	21%	19%	19%	21%	20%	18%	19%	21%	16%	27%	20%	22%	19%
I don't really follow this sport at all	62%	67%	58%	57%	58%	61%	64%	62%	62%	64%	54%	69%	66%	61%	60%	62%	56%	48%	71%	66%	71%	67%	66%	61%	61%	61%	60%	67%	63%	57%	66%	68%	63%	60%	61%	47%	63%	60%	63%
Net: Follow	38%	33%	42%	43%	42%	39%	36%	38%	38%	36%	46%	31%	34%	39%	40%	38%	44%	52%	29%	34%	29%	33%	34%	39%	39%	39%	40%	33%	37%	43%	34%	32%	37%	40%	39%	53%	37%	40%	37%

QS1. [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			HHI (Fine)						Education		
		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+
Very closely – I watch as many games as I can	7%	6%	8%	10%	6%	10%	2%	6%	7%	6%	9%	6%	4%	7%	10%	5%	10%	10%	3%	4%	9%	2%	4%	7%	7%	9%	10%	6%	7%	8%	3%	8%	7%	7%	9%	9%	7%	8%	7%
Closely - I try to watch my favourites and stay up-to-date	13%	8%	14%	15%	8%	18%	6%	17%	13%	15%	17%	10%	10%	13%	15%	12%	17%	20%	8%	9%	11%	9%	10%	12%	13%	12%	17%	9%	13%	15%	11%	9%	13%	15%	15%	15%	14%	13%	12%
Not very closely – I don't watch much, maybe a playoff game	25%	26%	24%	26%	30%	29%	19%	22%	25%	24%	27%	24%	27%	23%	26%	26%	24%	29%	28%	23%	22%	27%	27%	28%	20%	28%	24%	22%	26%	26%	19%	23%	26%	26%	22%	31%	24%	26%	27%
I don't really follow this sport at all	55%	60%	54%	48%	56%	43%	72%	54%	55%	55%	48%	61%	59%	57%	50%	57%	50%	41%	61%	64%	58%	62%	58%	54%	59%	50%	49%	63%	54%	51%	67%	61%	54%	52%	54%	45%	55%	54%	55%
Net: Follow	45%	40%	46%	52%	44%	57%	28%	46%	45%	45%	52%	39%	41%	43%	50%	43%	50%	59%	39%	36%	42%	38%	42%	46%	41%	50%	51%	37%	46%	49%	33%	39%	46%	48%	46%	55%	45%	46%	45%

QS1. [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			HHI (Fine)						Education		
		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+
Very closely – I watch as many games as I can	2%	2%	3%	1%	2%	3%	1%	1%	2%	1%	2%	2%	4%	2%	1%	4%	3%	0%	4%	2%	1%	6%	3%	1%	3%	0%	1%	1%	2%	2%	2%	0%	2%	1%	3%	5%	1%	2%	3%
Closely - I try to watch my favourites and stay up-to-date	6%	6%	5%	8%	8%	9%	3%	2%	7%	2%	8%	4%	9%	6%	5%	12%	8%	6%	6%	4%	4%	13%	8%	6%	5%	6%	4%	7%	7%	7%	7%	7%	7%	7%	3%	10%	6%	5%	8%
Not very closely – I don't watch much, maybe a playoff game	20%	19%	20%	16%	19%	24%	14%	23%	21%	15%	24%	17%	22%	19%	20%	23%	22%	25%	20%	16%	16%	22%	22%	19%	19%	24%	18%	15%	20%	23%	22%	12%	20%	22%	23%	23%	18%	21%	23%
I don't really follow this sport at all	72%	72%	73%	74%	71%	64%	82%	74%	70%	82%	66%	77%	66%	73%	74%	62%	68%	68%	70%	79%	80%	60%	67%	74%	73%	70%	77%	77%	71%	68%	69%	81%	71%	70%	71%	61%	75%	73%	66%
Net: Follow	28%	28%	27%	26%	29%	36%	18%	26%	30%	18%	34%	23%	34%	27%	26%	38%	32%	32%	30%	21%	20%	40%	33%	26%	27%	30%	23%	23%	29%	32%	31%	19%	29%	30%	29%	39%	25%	27%	34%

QS2. Thinking about Canadian culture and identity, how important is the game of hockey?

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Hockey defines Canadian culture	20%	17%	19%	18%	22%	19%	23%	22%	20%	19%	20%	20%	17%	19%	23%	19%	16%	23%	15%	23%	22%	14%	17%	15%	23%	25%	21%	23%	21%	19%	26%	22%	21%	20%	15%	19%	24%	19%	16%
Hockey is an important part of Canadian culture – and so are other things	70%	74%	71%	74%	68%	71%	66%	66%	70%	66%	69%	71%	76%	71%	65%	73%	75%	61%	79%	68%	68%	80%	76%	75%	68%	63%	66%	61%	70%	73%	54%	65%	70%	72%	77%	70%	65%	71%	75%
Hockey isn't really a big factor in Canadian culture	4%	5%	3%	3%	6%	4%	5%	3%	4%	4%	4%	4%	3%	5%	4%	3%	4%	5%	3%	6%	4%	3%	3%	5%	4%	3%	5%	7%	4%	3%	8%	6%	4%	3%	4%	4%	4%	5%	3%
Hockey is just a game and has nothing to do with Canadian culture	6%	4%	6%	5%	4%	6%	6%	9%	5%	11%	7%	5%	4%	5%	8%	4%	6%	10%	3%	4%	6%	3%	4%	5%	5%	8%	8%	9%	4%	6%	12%	8%	4%	5%	4%	7%	7%	5%	6%
Net: Important	90%	91%	90%	92%	90%	90%	90%	88%	91%	85%	89%	91%	93%	90%	88%	92%	91%	85%	94%	90%	90%	94%	93%	90%	91%	89%	87%	84%	92%	91%	80%	86%	92%	92%	92%	89%	89%	90%	92%
Net: Not important	10%	9%	10%	8%	10%	10%	10%	12%	9%	15%	11%	9%	7%	10%	12%	8%	9%	15%	6%	10%	10%	6%	7%	10%	9%	11%	13%	16%	8%	9%	20%	14%	8%	8%	8%	11%	11%	10%	8%

QS3. Which of the following Canadian NHL teams, if any, do you consider yourself a fan of or cheer for the most?

Follow NHL	1113	129	106	71	85	361	272	87	965	146	582	530	289	358	466	152	189	240	136	168	226	40	249	157	201	174	292	189	337	442	64	125	337	237	102	104	452	337	323
	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Montreal Canadiens	27%	7%	8%	10%	5%	11%	80%	33%	26%	32%	27%	28%	28%	24%	29%	26%	23%	30%	31%	24%	29%	34%	27%	22%	25%	24%	32%	37%	30%	24%	45%	32%	30%	25%	21%	24%	26%	29%	26%
Toronto Maple Leafs	25%	2%	6%	19%	7%	57%	1%	30%	26%	19%	24%	26%	20%	26%	27%	19%	23%	28%	22%	30%	26%	13%	22%	23%	29%	24%	29%	17%	24%	28%	12%	20%	24%	29%	23%	32%	25%	23%	27%
Vancouver Canucks	10%	59%	3%	9%		2%	1%	5%	11%	8%	9%	11%	13%	11%	9%	11%	11%	7%	15%	10%	10%	20%	11%	13%	9%	12%	7%	11%	9%	9%	4%	14%	9%	8%	13%	9%	10%	11%	10%
Edmonton Oilers	9%	9%	42%	24%		3%	2%	1%	8%	10%	10%	7%	10%	9%	7%	11%	9%	9%	9%	8%	5%	9%	11%	7%	10%	8%	7%	9%	8%	9%	11%	7%	8%	8%	10%	9%	8%	8%	10%
Calgary Flames	6%	4%	32%	6%	1%	2%	1%	1%	6%	5%	5%	6%	6%	5%	6%	8%	6%	3%	3%	4%	9%	3%	7%	8%	3%	4%	7%	3%	7%	5%	3%	2%	7%	5%	6%	3%	7%	5%	5%
Ottawa Senators	5%	1%				9%	2%	11%	4%	8%	5%	5%	6%	5%	3%	8%	5%	2%	4%	6%	5%	12%	5%	7%	4%	1%	5%	5%	4%	5%	3%	6%	4%	5%	4%	8%	4%	5%	5%
Winnipeg Jets	5%	4%	2%	6%	84%	1%			5%	5%	4%	5%	5%	5%	4%	4%	5%	4%	5%	5%	5%	2%	5%	4%	6%	7%	3%	3%	4%	6%	3%	3%	4%	6%	7%	3%	4%	5%	6%
I cheer for an American NHL team	5%	4%	5%	9%	3%	6%	4%	8%	5%	6%	7%	3%	3%	7%	5%	3%	12%	6%	3%	2%	4%	3%	3%	8%	6%	7%	3%	7%	4%	5%	8%	6%	4%	4%	9%	5%	7%	5%	3%
I don't cheer for any particular NHL team	8%	8%	3%	15%		9%	8%	9%	8%	6%	8%	7%	8%	6%	9%	10%	5%	11%	7%	8%	7%	5%	9%	6%	7%	11%	7%	8%	8%	8%	8%	8%	8%	10%	7%	7%	7%	9%	8%
Not sure / Can't say	1%	1%		3%		1%	1%	2%	1%	2%	0%	1%	0%	1%	1%		1%	1%	1%	1%	1%		0%	1%	1%	1%	1%	1%	1%	1%	2%		1%	1%			1%	1%	

QS4. Which of the following is closer to your own view?

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
It's good that more games are being made available, even if some require an additional subscription	10%	8%	6%	12%	7%	9%	16%	9%	9%	16%	10%	10%	11%	11%	9%	11%	13%	8%	11%	8%	10%	13%	10%	10%	12%	10%	8%	14%	10%	10%	18%	12%	10%	9%	3%	18%	11%	8%	10%
It's bad that more games require additional subscriptions, even if more games are being made available overall	78%	81%	80%	72%	85%	79%	71%	86%	79%	72%	79%	77%	78%	77%	79%	80%	77%	80%	75%	77%	78%	74%	79%	75%	79%	82%	77%	72%	77%	82%	62%	77%	77%	84%	89%	70%	76%	79%	81%
Not sure / Can't say	12%	12%	14%	15%	8%	12%	13%	4%	12%	12%	10%	13%	11%	12%	12%	8%	10%	12%	14%	14%	12%	12%	11%	15%	10%	7%	15%	14%	13%	9%	20%	11%	13%	7%	8%	12%	13%	13%	9%

QS5. How do you feel about this?

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
It's a major loss for Canadian hockey and its traditions	74%	74%	71%	74%	76%	77%	69%	83%	74%	73%	73%	75%	73%	77%	72%	75%	76%	70%	71%	79%	75%	47%	77%	76%	78%	79%	68%	64%	74%	79%	59%	66%	74%	82%	79%	71%	69%	76%	79%
It's disappointing, but ultimately not a big deal	12%	11%	17%	11%	12%	14%	10%	10%	12%	18%	14%	11%	13%	11%	13%	16%	12%	15%	10%	10%	11%	29%	11%	12%	10%	12%	14%	14%	13%	11%	18%	11%	13%	10%	13%	11%	13%	12%	12%
It doesn't really matter to me	7%	6%	8%	7%	5%	6%	11%	5%	7%	7%	8%	7%	6%	6%	9%	6%	7%	10%	6%	6%	8%	10%	5%	6%	7%	5%	11%	13%	7%	6%	9%	15%	7%	5%	7%	6%	9%	7%	5%
It's a positive change; I'd rather see the games broadcast elsewhere	2%	1%	2%	3%	4%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	3%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	6%	2%	1%	2%
Not sure / Can't say	4%	8%	2%	5%	3%	2%	9%		5%	0%	3%	6%	7%	3%	4%	3%	3%	4%	11%	4%	4%	10%	6%	5%	2%	2%	5%	9%	4%	3%	12%	8%	4%	2%	1%	6%	6%	4%	2%

QS6. How likely are you to tune in and watch a PWHL game this season?

Weighted Sample	1806	251	201	53	63	699	417	122	1583	222	880	925	483	587	736	243	287	350	239	300	386	73	410	247	339	274	462	337	541	686	115	222	541	364	164	158	723	547	536
	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Definitely will	6%	5%	3%	2%	1%	6%	10%	4%	6%	5%	6%	6%	7%	7%	5%	7%	7%	5%	8%	7%	4%	9%	7%	8%	6%	4%	5%	6%	7%	6%	8%	6%	7%	6%	4%	8%	5%	6%	7%
Probably will	14%	15%	13%	11%	10%	13%	17%	16%	15%	13%	15%	14%	18%	13%	13%	13%	16%	17%	23%	10%	11%	17%	18%	15%	11%	13%	14%	15%	15%	15%	18%	13%	15%	15%	16%	15%	14%	12%	18%
Probably won't	27%	23%	29%	24%	27%	28%	25%	33%	27%	25%	26%	28%	29%	23%	28%	28%	21%	28%	30%	25%	29%	36%	28%	23%	23%	27%	29%	24%	29%	26%	15%	29%	29%	28%	21%	26%	26%	27%	28%
Definitely won't	42%	43%	49%	55%	51%	41%	38%	34%	41%	47%	42%	41%	31%	48%	44%	35%	48%	42%	27%	48%	46%	21%	33%	41%	53%	47%	42%	41%	40%	42%	44%	40%	40%	38%	49%	45%	44%	43%	38%
Not sure/Can't say	11%	14%	6%	9%	11%	12%	9%	13%	11%	10%	11%	11%	15%	9%	9%	18%	8%	8%	13%	11%	11%	17%	15%	13%	7%	8%	10%	14%	9%	10%	16%	13%	9%	12%	10%	6%	12%	11%	10%
Net: Will watch	20%	20%	16%	12%	11%	19%	28%	20%	21%	18%	21%	19%	25%	20%	18%	20%	23%	22%	31%	17%	15%	26%	25%	23%	17%	17%	19%	21%	22%	21%	26%	18%	22%	21%	21%	23%	19%	19%	25%
Net: Will not watch	69%	66%	77%	79%	78%	69%	63%	67%	68%	72%	68%	69%	60%	71%	72%	63%	69%	70%	57%	73%	74%	57%	60%	64%	76%	74%	71%	65%	69%	68%	59%	69%	69%	66%	70%	72%	70%	70%	66%

QS8. [Net Agree] Agreement with statements

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
It has become too expensive to follow my favourite professional sports teams	54%	53%	59%	57%	66%	52%	57%	47%	54%	56%	59%	49%	55%	56%	52%	60%	61%	58%	50%	51%	48%	48%	57%	54%	57%	53%	52%	55%	54%	57%	54%	55%	54%	61%	56%	48%	52%	56%	55%
Too many professional sports games are now spread across different television channels and streaming services	70%	70%	74%	76%	78%	70%	68%	65%	71%	65%	74%	67%	74%	71%	66%	77%	77%	68%	71%	66%	65%	70%	75%	71%	72%	66%	67%	67%	67%	74%	65%	68%	67%	73%	77%	71%	68%	71%	72%
Highlights and clips on social media are often enough for me to keep up with professional sports	50%	52%	57%	44%	48%	50%	47%	51%	50%	53%	49%	51%	51%	50%	49%	45%	53%	49%	58%	48%	50%	57%	50%	51%	50%	47%	51%	52%	50%	50%	53%	51%	50%	52%	49%	48%	50%	49%	51%
Women's professional sports deserve more television coverage in Canada	64%	67%	57%	47%	59%	62%	71%	63%	65%	55%	60%	68%	73%	64%	58%	64%	60%	56%	83%	67%	60%	73%	74%	66%	61%	58%	58%	61%	66%	65%	56%	63%	66%	69%	61%	60%	58%	66%	70%

QS8. [Net Disagree] Agreement with statements

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
It has become too expensive to follow my favourite professional sports teams	16%	14%	18%	15%	13%	18%	12%	18%	16%	14%	16%	15%	13%	16%	18%	14%	13%	20%	11%	18%	16%	20%	11%	17%	15%	17%	18%	15%	18%	16%	15%	15%	18%	13%	14%	24%	18%	15%	14%
Too many professional sports games are now spread across different television channels and streaming services	7%	6%	7%	8%	6%	6%	8%	5%	7%	8%	8%	6%	4%	6%	9%	4%	6%	12%	4%	7%	6%	9%	4%	8%	6%	9%	9%	6%	8%	7%	8%	5%	8%	6%	4%	11%	8%	6%	6%
Highlights and clips on social media are often enough for me to keep up with professional sports	30%	33%	31%	36%	35%	30%	29%	25%	31%	28%	35%	26%	29%	29%	33%	36%	31%	38%	21%	26%	29%	26%	29%	27%	30%	33%	33%	24%	32%	32%	23%	25%	32%	29%	31%	39%	30%	31%	31%
Women's professional sports deserve more television coverage in Canada	15%	15%	23%	21%	18%	15%	10%	14%	14%	20%	20%	11%	10%	18%	16%	14%	23%	21%	7%	13%	11%	10%	10%	16%	19%	18%	15%	14%	15%	17%	16%	13%	15%	14%	21%	20%	15%	15%	15%

QS8. Agreement - It has become too expensive to follow my favourite professional sports teams

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Strongly agree	24%	24%	25%	24%	28%	23%	27%	16%	24%	25%	28%	20%	24%	26%	23%	29%	30%	26%	18%	22%	20%	16%	25%	23%	28%	25%	22%	26%	25%	23%	25%	26%	25%	23%	22%	24%	22%	28%	23%
Agree	30%	29%	34%	34%	38%	29%	30%	31%	30%	31%	31%	29%	32%	30%	30%	31%	31%	31%	32%	29%	28%	32%	32%	31%	30%	28%	31%	29%	30%	34%	29%	29%	30%	38%	34%	24%	31%	28%	32%
Disagree	12%	11%	12%	13%	9%	14%	8%	15%	12%	13%	13%	11%	8%	12%	14%	10%	12%	16%	7%	13%	12%	13%	8%	13%	12%	14%	14%	10%	14%	13%	9%	10%	14%	10%	12%	18%	13%	11%	11%
Strongly disagree	4%	3%	5%	2%	4%	4%	4%	3%	4%	1%	3%	5%	4%	3%	4%	4%	1%	4%	5%	5%	4%	8%	4%	3%	3%	3%	5%	5%	4%	3%	6%	4%	4%	2%	2%	6%	5%	3%	3%
Not sure/Can't say	30%	32%	24%	28%	21%	30%	31%	35%	30%	30%	24%	35%	32%	28%	30%	26%	26%	23%	38%	31%	36%	32%	32%	29%	28%	30%	29%	30%	28%	28%	30%	30%	28%	27%	30%	28%	30%	29%	30%
Net: Agree	54%	53%	59%	57%	66%	52%	57%	47%	54%	56%	59%	49%	55%	56%	52%	60%	61%	58%	50%	51%	48%	48%	57%	54%	57%	53%	52%	55%	54%	57%	54%	55%	54%	61%	56%	48%	52%	56%	55%
Net: Disagree	16%	14%	18%	15%	13%	18%	12%	18%	16%	14%	16%	15%	13%	16%	18%	14%	13%	20%	11%	18%	16%	20%	11%	17%	15%	17%	18%	15%	18%	16%	15%	15%	18%	13%	14%	24%	18%	15%	14%

QS8. Agreement - Too many professional sports games are now spread across different television channels and streaming services

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Strongly agree	38%	37%	41%	37%	36%	39%	39%	31%	38%	37%	40%	36%	40%	43%	33%	43%	45%	34%	38%	41%	32%	29%	42%	43%	43%	37%	31%	35%	35%	44%	32%	36%	35%	42%	46%	46%	35%	39%	41%
Agree	32%	33%	32%	39%	42%	31%	30%	34%	32%	29%	34%	30%	34%	29%	33%	34%	33%	34%	34%	25%	33%	41%	33%	28%	29%	29%	36%	32%	33%	30%	33%	32%	33%	31%	30%	26%	33%	31%	31%
Disagree	5%	4%	7%	8%	6%	5%	5%	5%	5%	7%	6%	4%	3%	5%	7%	3%	5%	10%	3%	6%	4%	7%	3%	7%	4%	7%	7%	3%	7%	5%	2%	4%	7%	5%	3%	7%	6%	5%	6%
Strongly disagree	1%	2%	1%			1%	3%		2%	0%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	3%	1%	1%	6%	1%	1%	1%	1%	3%	2%	2%	1%
Not sure/Can't say	23%	24%	19%	16%	16%	24%	23%	30%	22%	27%	19%	27%	21%	22%	25%	19%	17%	20%	24%	27%	30%	21%	22%	21%	23%	25%	25%	27%	24%	20%	27%	27%	24%	21%	20%	18%	24%	23%	22%
Net: Agree	70%	70%	74%	76%	78%	70%	68%	65%	71%	65%	74%	67%	74%	71%	66%	77%	77%	68%	71%	66%	65%	70%	75%	71%	72%	66%	67%	67%	67%	74%	65%	68%	67%	73%	77%	71%	68%	71%	72%
Net: Disagree	7%	6%	7%	8%	6%	6%	8%	5%	7%	8%	8%	6%	4%	6%	9%	4%	6%	12%	4%	7%	6%	9%	4%	8%	6%	9%	9%	6%	8%	7%	8%	5%	8%	6%	4%	11%	8%	6%	6%

QS8. Agreement - Highlights and clips on social media are often enough for me to keep up with professional sports

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Strongly agree	10%	8%	13%	7%	7%	10%	10%	10%	10%	10%	10%	9%	10%	12%	8%	9%	14%	8%	11%	10%	8%	11%	10%	10%	13%	9%	7%	11%	11%	10%	16%	9%	11%	10%	9%	11%	10%	8%	11%
Agree	40%	44%	43%	38%	40%	41%	36%	41%	40%	43%	39%	42%	41%	38%	41%	36%	39%	41%	47%	38%	41%	46%	40%	41%	37%	37%	43%	41%	39%	41%	38%	42%	39%	43%	40%	37%	40%	41%	40%
Disagree	20%	20%	22%	25%	19%	21%	19%	16%	21%	18%	23%	18%	20%	19%	22%	24%	19%	26%	15%	18%	19%	16%	20%	18%	19%	22%	23%	15%	21%	22%	13%	17%	21%	18%	24%	29%	19%	19%	23%
Strongly disagree	10%	12%	9%	11%	16%	9%	10%	9%	10%	10%	12%	8%	9%	10%	11%	12%	12%	12%	6%	8%	10%	11%	9%	9%	11%	11%	11%	9%	11%	9%	10%	8%	11%	10%	7%	10%	11%	12%	8%
Not sure/Can't say	19%	15%	12%	20%	18%	20%	24%	23%	19%	20%	16%	23%	20%	21%	18%	20%	15%	14%	21%	26%	22%	16%	21%	22%	20%	21%	16%	24%	18%	18%	24%	24%	18%	19%	20%	14%	20%	20%	18%
Net: Agree	50%	52%	57%	44%	48%	50%	47%	51%	50%	53%	49%	51%	51%	50%	49%	45%	53%	49%	58%	48%	50%	57%	50%	51%	50%	47%	51%	52%	50%	50%	53%	51%	50%	52%	49%	48%	50%	49%	51%
Net: Disagree	30%	33%	31%	36%	35%	30%	29%	25%	31%	28%	35%	26%	29%	29%	33%	36%	31%	38%	21%	26%	29%	26%	29%	27%	30%	33%	33%	24%	32%	32%	23%	25%	32%	29%	31%	39%	30%	31%	31%

QS8. Agreement - Women's professional sports deserve more television coverage in Canada

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education		
		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+
Strongly agree	23%	23%	15%	14%	15%	24%	27%	25%	24%	17%	18%	28%	32%	25%	15%	20%	22%	13%	45%	28%	17%	33%	32%	27%	24%	15%	15%	25%	21%	26%	29%	23%	21%	27%	23%	25%	18%	25%	27%
Agree	41%	44%	43%	33%	44%	38%	44%	38%	41%	38%	42%	40%	41%	38%	43%	45%	38%	43%	38%	39%	43%	40%	41%	40%	38%	43%	43%	36%	45%	39%	28%	40%	45%	42%	39%	35%	40%	41%	43%
Disagree	9%	9%	13%	12%	11%	9%	6%	6%	9%	12%	11%	7%	6%	10%	10%	7%	12%	13%	5%	8%	7%	4%	7%	12%	9%	11%	9%	7%	9%	10%	6%	7%	9%	8%	13%	13%	9%	10%	8%
Strongly disagree	6%	6%	10%	9%	7%	6%	4%	8%	6%	8%	8%	4%	4%	7%	6%	6%	10%	8%	2%	5%	5%	6%	4%	4%	10%	7%	6%	7%	6%	7%	10%	6%	6%	6%	8%	6%	6%	5%	7%
Not sure/Can't say	21%	17%	19%	32%	23%	22%	19%	23%	20%	25%	21%	21%	16%	19%	26%	22%	17%	23%	11%	20%	28%	17%	16%	17%	20%	24%	27%	26%	20%	18%	27%	25%	20%	17%	18%	20%	27%	19%	15%
Net: Agree	64%	67%	57%	47%	59%	62%	71%	63%	65%	55%	60%	68%	73%	64%	58%	64%	60%	56%	83%	67%	60%	73%	74%	66%	61%	58%	58%	61%	66%	65%	56%	63%	66%	69%	61%	60%	58%	66%	70%
Net: Disagree	15%	15%	23%	21%	18%	15%	10%	14%	14%	20%	20%	11%	10%	18%	16%	14%	23%	21%	7%	13%	11%	10%	10%	16%	19%	18%	15%	14%	15%	17%	16%	13%	15%	14%	21%	20%	15%	15%	15%