

Poll conducted by Research Co. on Sports in Canada - September 11, 2020

Do you consider yourself a fan of each of the following professional sports leagues? - "Yes" listed



	GENDER			AGE			REGION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
National Hockey League (NHL)	54%	65%	43%	43%	58%	60%	53%	52%	53%	54%	59%	47%
National Basketball Association (NBA)	37%	41%	34%	40%	40%	30%	31%	38%	27%	47%	30%	34%
Major League Baseball (MLB)	33%	44%	21%	22%	34%	42%	30%	37%	22%	38%	28%	32%
Canadian Football League (CFL)	31%	46%	16%	23%	28%	44%	34%	32%	48%	30%	30%	14%
National Football League (NFL)	31%	42%	21%	28%	32%	34%	32%	36%	34%	31%	34%	20%
Major League Soccer (MLS)	21%	26%	15%	23%	18%	21%	23%	20%	7%	26%	21%	11%

In 2019, did you do any of the following?



	GENDER			AGE			REGION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
Subscribed to a cable or satellite channel to watch professional team sports	15%	18%	11%	14%	13%	17%	21%	14%	15%	13%	14%	11%
Subscribed to a streaming service to watch professional team sports	11%	13%	9%	14%	13%	5%	15%	7%	13%	13%	7%	8%
Went to a stadium or arena to watch professional team sports	18%	20%	17%	18%	19%	18%	20%	22%	26%	21%	12%	9%
Went to a pub or bar to watch professional team sports	18%	21%	16%	17%	23%	14%	23%	11%	24%	19%	19%	14%
Bought apparel from a professional sports team	16%	19%	13%	16%	18%	14%	19%	15%	26%	19%	9%	10%
Participated in a pool or "fantasy league" for professional team sports	9%	12%	5%	6%	11%	9%	6%	9%	13%	10%	7%	7%
Placed a wager on a professional team sporting event	6%	10%	3%	3%	8%	7%	8%	4%	4%	8%	2%	7%
None of these	54%	48%	61%	52%	54%	59%	52%	54%	45%	50%	61%	68%

In 2020, have you done any of the following?



	GENDER			AGE			REGION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
Cancelled a subscription to a cable or satellite channel where you watched professional team sports	7%	7%	7%	9%	7%	4%	5%	5%	16%	6%	8%	3%
Cancelled a subscription to a streaming service where you watched professional team sports	7%	7%	8%	13%	6%	2%	5%	6%	12%	10%	7%	1%
Went to a pub or bar to watch professional team sports	8%	9%	7%	10%	9%	5%	10%	10%	7%	7%	9%	7%
Bought apparel from a professional sports team	7%	10%	5%	6%	10%	4%	9%	4%	8%	9%	4%	7%
Participated in a pool of "fantasy league" for professional team sports	7%	10%	3%	6%	8%	5%	8%	2%	12%	7%	6%	5%
Placed a wager on a professional team sporting event	5%	8%	1%	2%	7%	5%	7%	6%	2%	5%	2%	5%
None of these	74%	68%	80%	71%	70%	83%	76%	74%	70%	73%	74%	79%

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From what you have seen, read or heard, would you say each one of the following sports leagues has done a good job dealing with the challenges presented by the COVID-19 pandemic? - "Yes" listed



	GENDER			AGE			REGION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
National Hockey League (NHL)	59%	69%	49%	46%	64%	66%	60%	64%	61%	54%	66%	51%
National Basketball Association (NBA)	52%	59%	45%	48%	54%	55%	51%	54%	53%	55%	48%	50%
Canadian Football League (CFL)	37%	41%	32%	34%	36%	41%	37%	36%	46%	36%	35%	32%
National Football League (NFL)	37%	40%	34%	41%	36%	34%	38%	34%	39%	37%	38%	34%
Major League Baseball (MLB)	37%	39%	35%	36%	35%	41%	35%	40%	37%	36%	41%	34%
Major League Soccer (MLS)	37%	41%	33%	35%	36%	40%	40%	39%	37%	38%	37%	28%

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Do you think professional athletes should speak their mind if they are concerned about social and political issues, or should professional athletes stay neutral and avoid public statements on social and political issues?



	GENDER		AGE			REGION						
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
Definitely speak their mind	38%	39%	37%	40%	35%	39%	45%	32%	45%	36%	40%	31%
Probably speak their mind	26%	25%	28%	29%	28%	21%	20%	35%	25%	28%	23%	30%
Probably stay neutral	17%	17%	16%	14%	16%	21%	16%	12%	16%	18%	18%	18%
Definitely stay neutral	9%	12%	5%	3%	10%	13%	7%	13%	9%	9%	7%	6%
Not sure	10%	7%	13%	14%	10%	6%	12%	7%	5%	9%	12%	14%