



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from November 20 to November 22, 2021, among a representative sample of 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.1 percentage points, 19 times out of 20.

Are you going to watch these sporting events on television?

The Grey Cup – Canadian Football League (CFL) on December 12, 2021

Definitely – 17%
Probably – 23%
Probably not – 22%
Definitely not – 30%
Not sure – 7%

The Super Bowl – National Football League (NFL) on February 13, 2022

Definitely – 24%
Probably – 26%
Probably not – 18%
Definitely not – 26%
Not sure – 6%

Canadians Are More Interested in Super Bowl Than Grey Cup

More than half of Canadians (55%) say they are fans of the National Hockey League (NHL).

Vancouver, BC [December 7, 2021] – Canadians are more likely to say that they plan to watch the final game of the National Football League (NFL) season than its equivalent for the Canadian Football League (CFL), a new Research Co. poll has found.

In the online survey of a representative national sample, 40% of Canadians say they will “definitely” or “probably” watch the Grey Cup on December 12, while a slight majority (52%) will not.

When Canadians are asked about the Super Bowl—which will take place on February 13, 2022—half (50%) say they intend to tune in while 44% say they will not.

“Canadians aged 55 and over are more likely to say they will watch the Grey Cup (45%) than their counterparts aged 35-to-54 (36%) and aged 18-to-34 (39%),” says Mario Canseco, President of Research Co. “The country’s youngest adults are more likely to say they will tune in to the Super Bowl (53%) than those who are middle aged (47%) or older (49%).”

In Saskatchewan and Manitoba, a majority of residents (55%) intend to watch the Grey Cup this Sunday. The proportion is lower in Alberta (43%), Quebec (41%), British Columbia (40%), Ontario (39%) and Atlantic Canada (26%).

A majority of Canadians (55%) say they consider themselves fans of the National Hockey League (NHL), up one point since a similar Research Co. poll conducted in [September 2020](#).

More than a third of Canadians (36%, +5) are fans of the NFL. The numbers are lower for the CFL (32%, -1), the National Basketball Association (NBA) (31%, -6), Major League Baseball (MLB) (31%, -2) and Major League Soccer (22%, +1).

Over the past two years, about one-in-five Canadians (19%) say their interest in the NHL has increased. Fewer of the country’s residents report paying more attention to the NBA (12%), the NFL (10%), MLB (8%), the CFL (also 8%) and MLS (also 8%).

The Edmonton CFL franchise changed its name this year from Eskimos to Elks. Just under half of Canadians (46%) agree with this decision, while 28% disagree.



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In Alberta, almost half of residents (47%) disagree with changing the name of Edmonton's CFL franchise, while 40% agree with this modification.

In a survey conducted by Research Co. in [September 2019](#), 60% of Canadians and 71% of Albertans thought the Edmonton Eskimos name was "acceptable" for the CFL franchise.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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