

Next, we'd like to ask you some questions about sports. Do you consider yourself a fan of each of the following professional sports leagues? - "Yes" listed



	GENDER			AGE			REGION						ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	First Nation	East Asian	European	South Asian
National Hockey League (NHL)	55%	66%	46%	50%	56%	60%	54%	61%	64%	54%	52%	59%	65%	54%	58%	59%
National Basketball Association (NBA)	31%	36%	26%	39%	30%	23%	31%	34%	23%	38%	24%	27%	39%	32%	24%	53%
Major League Baseball (MLB)	31%	41%	22%	28%	31%	35%	27%	30%	34%	38%	25%	31%	35%	31%	32%	35%
Canadian Football League (CFL)	32%	43%	22%	28%	27%	40%	37%	46%	45%	27%	30%	21%	35%	23%	35%	41%
National Football League (NFL)	36%	46%	26%	37%	33%	37%	39%	48%	34%	36%	34%	28%	37%	34%	35%	55%
Major League Soccer (MLS)	22%	26%	18%	27%	21%	18%	27%	18%	10%	22%	26%	19%	28%	25%	19%	38%

Poll conducted by Research Co. on Professional Football in Canada - December 7, 2021

Over the past two years, has your interest in each of the following sports leagues increased, stayed the same or decreased?



	GENDER		AGE			REGION						VOTE IN 2021 ELECTION				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	First Nation	East Asian	European	South Asian
National Hockey League (NHL)																
Increased	19%	20%	17%	21%	17%	18%	19%	20%	13%	19%	22%	13%	19%	24%	17%	22%
Stayed the same	65%	66%	65%	58%	68%	70%	66%	60%	78%	65%	60%	72%	64%	67%	70%	52%
Decreased	10%	10%	10%	11%	10%	10%	12%	12%	8%	9%	11%	7%	11%	7%	10%	16%
Not sure	6%	4%	8%	11%	5%	3%	3%	8%	2%	7%	7%	9%	6%	2%	3%	10%
National Basketball Association (NBA)																
Increased	12%	13%	11%	17%	11%	7%	14%	6%	11%	16%	7%	11%	22%	16%	7%	25%
Stayed the same	69%	68%	71%	63%	71%	74%	71%	68%	73%	64%	73%	75%	52%	63%	76%	52%
Decreased	12%	14%	9%	9%	11%	15%	12%	16%	12%	12%	11%	6%	14%	13%	12%	12%
Not sure	7%	5%	10%	11%	7%	5%	3%	10%	4%	8%	9%	8%	12%	7%	5%	11%
Major League Baseball (MLB)																
Increased	8%	9%	7%	10%	7%	6%	9%	4%	5%	9%	8%	9%	14%	9%	7%	6%
Stayed the same	73%	72%	73%	65%	75%	77%	76%	77%	82%	69%	69%	75%	63%	68%	77%	62%
Decreased	11%	13%	9%	11%	10%	12%	12%	12%	7%	13%	13%	5%	11%	10%	12%	19%
Not sure	8%	6%	11%	14%	7%	4%	4%	7%	6%	9%	10%	11%	12%	14%	4%	13%
Canadian Football League (CFL)																
Increased	8%	9%	6%	8%	8%	7%	5%	10%	12%	7%	8%	5%	13%	5%	8%	6%
Stayed the same	72%	72%	71%	66%	73%	76%	73%	64%	75%	70%	73%	76%	58%	63%	77%	57%
Decreased	13%	14%	12%	14%	12%	14%	17%	18%	11%	13%	11%	12%	20%	21%	12%	25%
Not sure	7%	4%	10%	12%	7%	3%	4%	8%	3%	10%	8%	7%	9%	11%	4%	13%
National Football League (NFL)																
Increased	10%	12%	9%	14%	10%	8%	11%	15%	12%	9%	11%	8%	11%	8%	10%	8%
Stayed the same	71%	72%	70%	63%	72%	77%	75%	62%	74%	69%	71%	75%	57%	74%	75%	61%
Decreased	11%	11%	11%	12%	11%	12%	11%	15%	10%	12%	11%	8%	23%	14%	10%	18%
Not sure	7%	5%	10%	11%	7%	4%	3%	7%	4%	9%	8%	9%	9%	5%	4%	14%
Major League Soccer (MLS)																
Increased	8%	9%	7%	10%	8%	5%	10%	5%	5%	9%	8%	4%	14%	7%	6%	13%
Stayed the same	72%	71%	73%	67%	74%	75%	74%	66%	76%	69%	73%	79%	62%	69%	79%	49%
Decreased	11%	13%	10%	11%	10%	13%	12%	16%	12%	11%	10%	10%	12%	15%	10%	25%
Not sure	9%	7%	11%	12%	8%	7%	4%	13%	6%	11%	9%	7%	11%	9%	5%	13%

Are you going to watch these sporting events on television?



	GENDER			AGE			REGION						VOTE IN 2021 ELECTION			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	First Nation	East Asian	European	South Asian
<i>The Grey Cup – Canadian Football League (CFL) on December 12, 2021</i>																
Definitely	17%	22%	13%	14%	14%	23%	19%	23%	30%	12%	18%	12%	26%	9%	20%	16%
Probably	23%	26%	20%	25%	22%	22%	21%	20%	25%	27%	23%	14%	17%	21%	20%	45%
Probably not	22%	22%	22%	25%	24%	19%	23%	28%	18%	26%	17%	21%	28%	37%	22%	19%
Definitely not	30%	25%	35%	27%	34%	30%	32%	23%	25%	27%	34%	39%	26%	26%	33%	14%
Not sure	7%	5%	10%	10%	6%	6%	5%	5%	3%	8%	8%	14%	3%	7%	5%	6%
<i>The Super Bowl – National Football League (NFL) on February 13, 2022</i>																
Definitely	24%	29%	20%	25%	20%	27%	25%	28%	20%	25%	22%	25%	22%	18%	26%	24%
Probably	26%	27%	24%	28%	27%	22%	24%	26%	31%	26%	28%	15%	21%	36%	22%	46%
Probably not	18%	18%	19%	19%	22%	15%	18%	21%	20%	20%	15%	20%	31%	25%	18%	14%
Definitely not	26%	22%	30%	20%	26%	31%	29%	22%	28%	23%	28%	29%	24%	15%	30%	10%
Not sure	6%	3%	8%	7%	5%	5%	4%	4%	1%	6%	7%	11%	2%	7%	4%	6%

As you may know, the Edmonton CFL franchise changed its name this year from Eskimos to Elks. All things considered, do you agree or disagree with this decision?



	GENDER		AGE			REGION						VOTE IN 2021 ELECTION				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	First Nation	East Asian	European	South Asian
Strongly agree	19%	20%	17%	19%	17%	19%	16%	15%	23%	23%	16%	14%	26%	21%	20%	25%
Moderately agree	27%	30%	25%	28%	30%	24%	27%	25%	24%	27%	28%	36%	24%	32%	26%	39%
Moderately disagree	13%	12%	13%	13%	14%	11%	9%	17%	10%	12%	15%	10%	19%	10%	13%	9%
Strongly disagree	15%	21%	10%	6%	13%	26%	19%	30%	20%	12%	10%	13%	10%	7%	22%	3%
Not sure	26%	17%	35%	33%	26%	20%	28%	13%	23%	26%	31%	28%	22%	29%	20%	25%