

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)	60%	66%	55%	52%	63%	66%	65%	67%	65%	60%	52%	63%	69%	55%	65%	56%
National Basketball Association (NBA)	38%	47%	29%	54%	39%	21%	36%	36%	32%	45%	35%	36%	30%	48%	29%	58%
Major League Baseball (MLB)	33%	41%	25%	30%	33%	35%	35%	25%	32%	39%	22%	42%	33%	31%	34%	28%
Canadian Football League (CFL)	33%	38%	27%	33%	31%	34%	42%	45%	55%	27%	25%	22%	38%	26%	34%	26%
National Football League (NFL)	39%	46%	31%	43%	41%	33%	44%	43%	40%	37%	36%	35%	46%	35%	36%	49%
Major League Soccer (MLS)	26%	33%	19%	41%	27%	11%	24%	20%	20%	30%	30%	19%	31%	29%	21%	43%

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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		
<b>National Hockey League (NHL)</b>																		
Increased	24%	28%	21%	29%	23%	21%	27%	28%	27%	25%	20%	25%	28%	33%	21%	36%		
Stayed the same	58%	57%	59%	49%	59%	67%	58%	55%	63%	60%	55%	54%	54%	52%	66%	43%		
Decreased	11%	11%	11%	12%	12%	9%	10%	9%	5%	10%	15%	12%	10%	12%	9%	12%		
Not sure	7%	5%	9%	10%	7%	4%	5%	7%	5%	5%	11%	9%	7%	2%	4%	9%		
<b>National Basketball Association (NBA)</b>																		
Increased	15%	18%	11%	24%	14%	6%	14%	13%	15%	18%	11%	13%	14%	22%	7%	25%		
Stayed the same	60%	58%	62%	49%	65%	67%	66%	63%	60%	57%	59%	62%	53%	64%	68%	46%		
Decreased	17%	19%	15%	15%	15%	20%	15%	16%	15%	18%	19%	13%	20%	8%	20%	10%		
Not sure	8%	5%	11%	11%	7%	7%	4%	7%	10%	7%	11%	12%	13%	6%	5%	19%		
<b>Major League Baseball (MLB)</b>																		
Increased	12%	14%	10%	18%	11%	8%	13%	14%	13%	15%	8%	13%	15%	17%	10%	15%		
Stayed the same	62%	60%	64%	53%	64%	69%	66%	63%	63%	62%	61%	56%	53%	65%	69%	50%		
Decreased	16%	18%	14%	15%	16%	17%	16%	15%	14%	15%	18%	19%	20%	8%	15%	19%		
Not sure	10%	7%	12%	14%	9%	7%	5%	9%	10%	9%	14%	13%	11%	10%	6%	16%		
<b>Canadian Football League (CFL)</b>																		
Increased	12%	13%	10%	15%	11%	9%	17%	13%	19%	9%	9%	9%	16%	5%	10%	20%		
Stayed the same	62%	62%	63%	56%	63%	68%	62%	61%	66%	65%	59%	59%	57%	69%	69%	48%		
Decreased	17%	18%	15%	16%	17%	17%	16%	17%	7%	18%	19%	17%	18%	20%	15%	22%		
Not sure	9%	7%	12%	13%	9%	6%	5%	9%	8%	8%	13%	14%	9%	6%	6%	11%		
<b>National Football League (NFL)</b>																		
Increased	16%	20%	11%	21%	16%	10%	17%	18%	19%	14%	15%	12%	10%	14%	12%	23%		
Stayed the same	61%	58%	63%	51%	61%	70%	63%	62%	60%	62%	57%	63%	59%	69%	70%	49%		
Decreased	14%	15%	14%	14%	16%	13%	15%	10%	13%	16%	15%	11%	20%	11%	12%	15%		
Not sure	9%	7%	12%	13%	7%	7%	5%	9%	8%	7%	13%	14%	11%	6%	6%	13%		
<b>Major League Soccer (MLS)</b>																		
Increased	14%	18%	10%	24%	13%	5%	13%	10%	15%	15%	16%	11%	18%	17%	7%	29%		
Stayed the same	60%	58%	63%	53%	60%	68%	61%	62%	59%	63%	56%	61%	51%	68%	69%	49%		
Decreased	17%	18%	16%	13%	18%	20%	19%	19%	17%	15%	17%	16%	19%	9%	18%	14%		
Not sure	9%	6%	11%	10%	9%	8%	7%	8%	8%	7%	11%	13%	12%	6%	6%	8%		

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
<b><i>The Grey Cup – Canadian Football League (CFL) on November 17, 2024</i></b>																
<b>Definitely</b>	19%	24%	14%	16%	19%	21%	27%	20%	41%	17%	10%	10%	31%	16%	20%	19%
<b>Probably</b>	25%	27%	24%	27%	25%	23%	26%	27%	28%	23%	28%	18%	14%	15%	23%	37%
<b>Probably not</b>	23%	23%	22%	26%	21%	21%	20%	23%	14%	25%	23%	29%	30%	46%	23%	21%
<b>Definitely not</b>	25%	19%	30%	20%	26%	28%	21%	18%	15%	25%	29%	34%	22%	18%	29%	14%
<b>Not sure</b>	9%	7%	10%	10%	8%	7%	6%	12%	3%	9%	10%	9%	3%	5%	6%	10%
<b><i>The Super Bowl – National Football League (NFL) on February 9, 2025</i></b>																
<b>Definitely</b>	26%	33%	19%	27%	25%	26%	34%	25%	31%	23%	27%	18%	33%	26%	25%	27%
<b>Probably</b>	27%	28%	26%	32%	30%	20%	22%	30%	25%	30%	25%	29%	30%	25%	25%	37%
<b>Probably not</b>	18%	17%	19%	19%	15%	20%	19%	17%	18%	21%	15%	18%	16%	30%	19%	15%
<b>Definitely not</b>	22%	17%	26%	14%	22%	29%	21%	18%	21%	20%	22%	30%	16%	17%	26%	11%
<b>Not sure</b>	7%	5%	9%	8%	9%	6%	4%	10%	5%	7%	11%	5%	4%	2%	6%	10%

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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
<b>Strongly agree</b>	15%	15%	15%	22%	13%	9%	16%	14%	14%	18%	9%	21%	22%	14%	14%	13%
<b>Moderately agree</b>	29%	33%	26%	34%	34%	21%	29%	27%	31%	30%	33%	20%	31%	34%	25%	48%
<b>Moderately disagree</b>	16%	18%	14%	14%	16%	18%	15%	26%	19%	14%	13%	19%	5%	9%	18%	11%
<b>Strongly disagree</b>	15%	18%	11%	8%	14%	21%	18%	22%	20%	12%	11%	14%	18%	7%	20%	4%
<b>Not sure</b>	25%	17%	33%	23%	22%	30%	23%	11%	16%	27%	33%	27%	23%	35%	23%	24%