

S1. (Not a fan summary)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base

	Total	Age						Gender		BC		Alberta		Region						Demo		
		18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All respondents	2000	447	1056	1120	838	448	715	996	1004	277	150	212	150	112	796	400	75	491	200	112	1716	280
Weighted	2000	560	1148	1169	800	419	640	960	1040	260	154	200	141	160*	760	401	75*	480	194	140*	1716	281
All																						
Cricket	95%	92%	94%	95%	96%	97%	96%	93%	97%	97%	98%	94%	93%	96%	91%	88%	99%	99%	99%	96%	94%	97%
Other professional MMA (Affliction,	91%	84%	87%	89%	91%	92%	98%	85%	97%	91%	93%	85%	85%	95%	89%	86%	96%	96%	96%	92%	91%	93%
Lacrosse	88%	87%	88%	87%	88%	86%	89%	83%	93%	89%	89%	83%	80%	95%	82%	79%	91%	95%	95%	93%	87%	92%
Pro Wrestling	85%	81%	83%	83%	86%	86%	89%	79%	91%	89%	92%	84%	83%	85%	83%	80%	93%	87%	86%	91%	85%	88%
North American Soccer Leagues (MLS	82%	80%	82%	82%	82%	82%	85%	75%	89%	80%	80%	84%	84%	90%	78%	71%	86%	86%	80%	89%	82%	87%
UEFA (European) Soccer	79%	77%	79%	79%	80%	82%	80%	73%	85%	74%	73%	78%	76%	89%	74%	66%	82%	85%	77%	87%	77%	89%
U.F.C. (Ultimate Fighting	78%	63%	69%	73%	78%	85%	92%	69%	87%	77%	79%	70%	71%	81%	75%	73%	84%	88%	89%	75%	78%	79%
Boxing	76%	75%	73%	73%	73%	75%	79%	63%	87%	77%	78%	76%	78%	89%	76%	76%	83%	70%	71%	74%	76%	76%
Indy Car, IRL or CART racing	75%	82%	77%	75%	72%	72%	74%	66%	84%	78%	80%	74%	76%	77%	74%	75%	86%	74%	75%	81%	75%	77%
NBA basketball	74%	68%	71%	73%	74%	76%	79%	68%	79%	75%	75%	70%	83%	83%	63%	56%	74%	84%	83%	83%	73%	82%
Poker	73%	68%	70%	70%	71%	73%	80%	66%	80%	73%	75%	67%	68%	77%	71%	68%	81%	78%	79%	73%	75%	75%
NASCAR racing	72%	77%	74%	72%	70%	69%	70%	63%	80%	76%	81%	73%	74%	77%	69%	73%	79%	71%	71%	76%	72%	72%
AHL hockey	72%	73%	72%	70%	70%	66%	72%	63%	80%	67%	72%	72%	72%	60%	70%	72%	69%	78%	79%	76%	71%	73%
FIFA World Cup Soccer	70%	65%	69%	71%	72%	74%	71%	62%	77%	66%	64%	67%	66%	80%	63%	55%	72%	78%	69%	78%	68%	79%
Formula One racing	69%	76%	72%	70%	67%	66%	66%	61%	77%	73%	74%	74%	75%	85%	70%	69%	76%	54%	51%	84%	68%	71%
Tennis	69%	74%	71%	70%	68%	69%	65%	63%	74%	68%	66%	75%	73%	82%	66%	59%	68%	62%	58%	83%	68%	73%
Curling	68%	82%	78%	74%	71%	65%	52%	62%	74%	64%	70%	64%	71%	44%	68%	71%	64%	82%	84%	57%	69%	62%
Alpine (Downhill) Skiing	68%	79%	75%	71%	68%	64%	58%	67%	68%	66%	68%	69%	70%	70%	65%	66%	65%	69%	65%	79%	67%	70%
PGA golf	63%	79%	71%	67%	61%	58%	51%	53%	73%	66%	69%	57%	60%	65%	60%	63%	56%	67%	66%	63%	64%	64%
NFL football	63%	64%	62%	62%	60%	61%	65%	47%	78%	60%	61%	64%	63%	60%	59%	58%	68%	67%	66%	76%	62%	67%
MLB baseball	62%	67%	66%	63%	61%	57%	57%	49%	74%	65%	68%	64%	67%	65%	50%	47%	58%	75%	73%	66%	61%	66%
CFL football	56%	65%	61%	58%	54%	52%	50%	38%	73%	48%	48%	37%	40%	42%	57%	60%	58%	67%	65%	72%	56%	59%
Figure Skating	55%	69%	65%	62%	58%	52%	38%	70%	40%	57%	60%	57%	56%	53%	55%	56%	51%	52%	52%	56%	54%	55%
NHL hockey	29%	24%	28%	28%	30%	29%	33%	20%	39%	23%	24%	22%	24%	34%	28%	28%	18%	34%	30%	39%	29%	34%
University/ Amatuer																						
CIS Basketball	93%	92%	92%	92%	92%	91%	94%	90%	95%	92%	91%	92%	91%	94%	90%	88%	90%	95%	93%	96%	93%	93%
NCAA basketball	88%	85%	87%	87%	88%	88%	90%	83%	92%	90%	90%	89%	88%	92%	83%	78%	80%	93%	89%	91%	87%	92%
CIS Football	87%	91%	90%	88%	87%	85%	85%	80%	94%	91%	94%	88%	88%	80%	86%	85%	96%	88%	84%	93%	87%	88%
NCAA football	86%	86%	86%	86%	86%	85%	85%	78%	93%	89%	92%	88%	87%	86%	82%	79%	92%	87%	83%	91%	85%	89%
CIS Hockey	85%	87%	87%	85%	84%	81%	85%	78%	92%	87%	92%	83%	84%	78%	84%	84%	91%	89%	88%	87%	86%	82%
Junior Hockey	68%	72%	70%	68%	67%	65%	67%	57%	79%	66%	74%	71%	74%	67%	68%	70%	61%	69%	74%	69%	69%	65%
Olympics																						
Summer Olympics	19%	23%	22%	22%	21%	21%	15%	19%	20%	23%	20%	19%	18%	24%	15%	16%	16%	22%	16%	23%	20%	18%
Winter Olympics	18%	21%	21%	21%	19%	19%	14%	17%	20%	22%	18%	16%	15%	24%	15%	16%	16%	20%	17%	22%	18%	17%

S1. (Casual fan summary)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - GH - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base

	Age							Gender		BC		Alberta		Region			Quebec			Demo		
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U
Base: All respondents	2000	447	1056	1120	838	448	715	996	1004	277	150	212	150	112	796	400	75	491	200	112	1716	280
Weighted	2000	560	1148	1169	800	419	640	960	1040	260	154	200	141	160*	760	401	75*	480	194	140*	1716	281
All																						
NHL hockey	805 40%	222 40%	446 39%	464 40%	307 38%	170 41%	276 43%	359 37%	446 43%	102 39%	61 40%	83 42%	51 36%	77 46%	313 41%	166 41%	32 43%	171 36%	83 43%	58 42%	691 40%	114 41%
Figure Skating	752 38%	149 27%	346 30%	380 33%	292 36%	171 41%	311 49%	255 27%	496 48%	84 32%	40 26%	71 36%	51 36%	68 43%	293 39%	152 38%	32 42%	181 38%	70 36%	54 38%	643 38%	108 38%
CFL football	594 30%	154 28%	328 29%	355 30%	250 31%	139 33%	190 30%	399 42%	195 19%	80 31%	48 31%	82 41%	54 38%	36 23%	260 34%	127 32%	24 32%	100 21%	42 22%	35 25%	517 30%	76 27%
Alpine (Downhill) Skiing	582 29%	104 19%	263 23%	306 26%	233 29%	134 32%	245 38%	286 30%	296 29%	76 29%	42 27%	53 27%	36 26%	48 30%	245 32%	127 32%	26 35%	132 28%	61 32%	29 21%	509 30%	73 26%
PGA golf	570 29%	96 17%	267 23%	306 26%	243 30%	137 33%	232 36%	334 35%	236 23%	67 26%	35 23%	63 32%	41 29%	47 29%	234 31%	119 30%	28 38%	122 25%	50 26%	37 27%	489 29%	81 29%
MLB baseball	565 28%	132 24%	287 25%	327 28%	239 30%	150 36%	194 30%	348 36%	217 21%	67 26%	41 26%	57 28%	37 26%	45 28%	251 33%	144 36%	23 31%	110 23%	50 26%	36 26%	495 29%	70 25%
Tennis	536 27%	126 23%	287 25%	298 26%	222 28%	113 27%	188 29%	300 31%	235 23%	75 29%	46 30%	47 23%	35 25%	27 17%	217 29%	134 33%	24 32%	150 31%	64 33%	21 15%	469 27%	66 23%
Formula One racing	516 26%	112 20%	280 24%	305 26%	229 29%	116 28%	176 28%	305 32%	211 20%	58 22%	33 22%	45 22%	31 22%	19 12%	195 26%	101 25%	15 20%	182 38%	79 41%	18 13%	450 26%	66 24%
AHL hockey	505 25%	137 25%	284 25%	310 27%	212 27%	126 30%	155 24%	319 33%	186 18%	74 28%	37 24%	49 24%	34 24%	51 32%	201 26%	100 25%	20 27%	98 21%	40 21%	31 23%	437 26%	64 24%
NFL football	501 25%	140 25%	290 25%	301 26%	213 27%	119 23%	148 23%	323 34%	178 17%	68 26%	42 27%	44 22%	30 21%	44 28%	210 28%	106 27%	19 26%	110 23%	51 26%	25 18%	434 25%	67 24%
Curling	485 24%	83 15%	213 19%	257 22%	196 25%	120 29%	206 32%	296 31%	189 18%	71 27%	35 23%	46 23%	27 19%	55 34%	201 26%	102 25%	20 27%	68 14%	25 13%	44 31%	409 24%	76 27%
FIFA World Cup Soccer	456 23%	135 24%	257 22%	253 22%	171 21%	84 20%	150 23%	254 26%	202 20%	68 26%	44 20%	56 28%	40 29%	26 16%	191 25%	114 28%	15 20%	88 18%	52 27%	27 20%	414 24%	43 15%
NBA basketball	445 22%	146 26%	280 24%	272 23%	179 22%	86 20%	120 19%	248 26%	196 19%	55 21%	33 21%	42 21%	35 25%	27 17%	228 30%	137 34%	15 20%	69 14%	29 15%	23 17%	400 23%	44 16%
NASCAR racing	441 22%	102 18%	232 20%	251 21%	185 23%	102 24%	154 24%	268 28%	173 17%	51 20%	24 16%	43 22%	29 21%	26 17%	186 25%	92 23%	12 15%	108 22%	40 21%	26 19%	385 22%	56 20%
Indy Car, IRL or CART racing	430 22%	83 15%	225 20%	256 22%	200 25%	104 25%	147 23%	275 29%	155 15%	51 20%	27 18%	45 22%	31 22%	30 19%	173 23%	86 22%	11 15%	105 22%	37 19%	26 18%	377 22%	54 19%
Poker	422 21%	132 24%	265 23%	275 24%	183 23%	90 22%	107 17%	256 27%	165 16%	58 22%	33 22%	56 28%	42 30%	24 15%	168 22%	98 24%	10 14%	85 18%	32 16%	30 22%	370 22%	51 18%
Boxing	411 21%	114 20%	257 22%	265 23%	190 24%	89 21%	107 17%	293 31%	118 11%	53 21%	30 20%	40 20%	25 18%	17 11%	154 20%	83 21%	11 14%	114 24%	45 23%	33 23%	355 21%	54 19%
UEFA (European) Soccer	320 16%	91 16%	175 15%	181 16%	121 15%	56 13%	108 17%	188 20%	132 13%	56 21%	35 23%	39 19%	32 22%	12 7%	134 18%	85 21%	8 11%	63 13%	42 22%	17 12%	295 17%	24 9%
U.F.C. (Ultimate Fighting Championship)	318 16%	147 26%	256 22%	224 19%	133 17%	49 12%	38 6%	217 23%	101 10%	43 17%	23 15%	40 20%	23 16%	22 14%	141 19%	85 21%	8 11%	47 10%	15 8%	26 18%	273 16%	45 16%
North American Soccer Leagues (MLS or USL)	312 16%	97 17%	181 16%	183 16%	126 16%	66 16%	89 14%	207 22%	105 10%	44 17%	26 17%	29 14%	22 16%	16 10%	146 19%	101 25%	10 13%	63 13%	35 18%	15 11%	278 16%	33 12%
Pro Wrestling	236 12%	88 16%	161 14%	157 13%	93 12%	48 12%	55 9%	154 16%	81 8%	26 10%	10 6%	22 11%	15 11%	17 11%	107 14%	63 16%	4 5%	51 11%	20 11%	13 10%	206 12%	28 10%
Lacrosse	223 11%	66 12%	126 11%	140 12%	96 12%	59 14%	61 10%	151 16%	72 7%	28 11%	16 11%	32 16%	28 20%	7 5%	121 16%	76 19%	5 6%	25 5%	8 4%	10 7%	203 12%	20 7%
Other professional MMA (Affliction, Strikeforce, WEC, etc.)	133 7%	66 12%	111 10%	98 8%	55 7%	24 6%	12 2%	108 11%	25 2%	15 6%	4 3%	21 11%	16 11%	7 4%	65 9%	46 11%	3 4%	17 4%	5 2%	9 6%	118 7%	15 5%
Cricket	87 4%	35 6%	57 5%	46 4%	27 3%	9 2%	25 4%	57 6%	30 3%	8 3%	2 1%	10 5%	8 6%	7 5%	52 7%	37 9%	1 1%	6 1%	1 0%	4 3%	79 5%	7 3%
University/ Amateur																						
Junior Hockey	505 25%	124 22%	277 24%	304 26%	218 27%	122 29%	163 26%	320 33%	185 18%	69 27%	33 21%	43 22%	29 21%	40 25%	193 25%	102 26%	22 30%	121 21%	41 28%	39 28%	429 25%	75 27%
CIS Hockey	275 14%	64 11%	139 12%	165 14%	120 15%	75 18%	91 14%	193 20%	81 8%	34 13%	12 8%	30 15%	20 15%	34 21%	110 15%	58 14%	7 9%	50 10%	21 11%	18 13%	231 14%	43 16%

S1. (Casual fan summary)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base

	Age										Region										Demo	
	Age						Gender		BC		Alberta		Ontario			Quebec		Atlantic		Urban		Rural
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	
NCAA football	251 13%	69 12%	134 12%	144 12%	97 12%	55 13%	85 13%	186 19%	65 6%	24 9%	12 8%	23 12%	18 13%	20 13%	118 16%	74 18%	6 8%	55 11%	26 14%	11 8%	222 13%	29 10%
CIS Football	228 11%	50 9%	106 9%	128 11%	92 12%	59 14%	86 13%	174 18%	54 5%	24 9%	9 6%	22 11%	16 11%	27 17%	96 13%	54 13%	2 3%	49 10%	28 14%	10 7%	196 11%	33 12%
NCAA basketball	208 10%	73 13%	130 11%	128 11%	79 10%	41 10%	56 9%	140 15%	69 7%	21 8%	12 8%	20 10%	15 10%	13 8%	115 15%	76 19%	14 6%	26 6%	14 7%	13 9%	187 11%	21 7%
CIS Basketball	129 7%	34 6%	74 7%	79 7%	58 7%	37 9%	37 6%	81 8%	48 5%	17 7%	11 7%	11 5%	10 7%	9 6%	66 9%	39 10%	7 Q	20 4%	11 6%	6 4%	108 6%	21 7%
Olympics																						
Summer Olympics	1029 52%	293 52%	586 51%	604 52%	407 51%	218 52%	330 52%	488 51%	542 52%	120 46%	77 50%	97 49%	73 52%	85 53%	387 51%	199 50%	31 42%	260 54%	120 62%	80 57%	870 51%	158 56%
Winter Olympics	1013 51%	292 52%	591 52%	593 51%	402 50%	214 51%	319 50%	484 50%	530 51%	119 46%	79 51%	98 49%	73 52%	79 50%	381 50%	199 50%	31 42%	258 54%	117 61%	78 56%	870 51%	142 51%

S1. (Avid fan summary)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - GH - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base

		Age							Gender		BC		Alberta		Region			Ontario			Quebec			Demo		
		Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U			
Base: All respondents		2000	447	1056	1120	838	448	715	996	1004	277	150	212	150	112	796	400	75	491	200	112	1716	280			
Weighted		2000	560	1148	1169	800	419	640	960	1040	260	154	200	141	160*	760	401	75*	480	194	140*	1716	281			
All																										
NHL hockey		607 30%	202 36% F	386 34% F	375 32% F	250 31% F	130 31% F	155 24% F	413 43% H	193 19% H	99 38% MORS	56 36% MS	72 40% MS	56 31% MRS	28 17% M	235 31% MS	122 30% M	29 39% MS	144 30% M	53 27% M	28 20% S	533 31% S	70 25% U			
CFL football		287 14%	44 8%	126 11%	142 12% A	115 14% AB	62 15% A	127 20% ABCD	201 21% H	86 8% H	55 21% NOQS	32 21% NOQS	44 22% NOPOS	31 22% NOQS	57 36% JKLNOPOS	69 9% S	32 8% S	7 10% S	58 14% OS	27 2% OS	3 14% OS	247 14% U	40 14% U			
NFL football		246 12%	64 12%	146 13%	149 13%	107 13%	46 11%	74 12% H	190 20% H	56 5% H	35 14% H	19 12% H	28 14% H	22 15% R	20 13% R	104 14% RS	61 15% RS	5 7% RS	49 10% RS	15 8% RS	9 7% RS	217 13% U	27 10% U			
MLB baseball		202 10%	52 9%	104 9%	109 9%	70 9%	31 7%	79 12% DE	145 15% H	57 5% H	23 9% OR	9 6% R	15 8% OR	9 7% R	12 7% OR	127 17% JKLMQRS	68 17% JKLMOR	8 11% OR	13 3% OR	2 1% OR	12 8% OR	175 10% U	26 9% U			
PGA golf		170 9%	22 4%	68 6%	84 7% A	67 8% A	40 10% AB	81 13% ABCD	122 13% H	48 5% H	21 8% H	13 9% H	22 11% H	15 6% H	9 7% H	71 9% H	28 7% H	5 7% H	35 7% H	14 7% H	11 8% H	148 9% U	20 7% U			
Figure Skating		159 8%	27 5%	52 5%	66 6%	49 6%	31 7% ABCDE	84 13% ABCDE	30 3% H	129 12% G	27 11% MNOS	22 14% H	15 8% H	11 8% H	8 5% H	53 7% H	26 7% H	5 7% H	49 10% H	23 12% NO	8 5% H	140 8% U	19 7% U			
Curling		157 8%	17 3%	42 4%	52 4%	40 5%	25 6% ABCDE	100 16% ABCDE	72 8% H	84 8% H	21 7% OO	11 7% NOQR	25 13% NOQR	15 11% NOQR	34 21% JLNOQR	40 5% H	14 4% H	7 9% H	20 4% H	7 3% H	17 12% NOQR	125 7% T	32 11% T			
FIFA World Cup Soccer		149 7%	61 11% DEF	104 9% EF	91 8% EF	53 7% F	23 5% F	35 6% F	110 11% H	39 4% H	20 8% Q	12 5% H	10 5% H	8 6% H	5 3% H	91 12% KLMQRS	65 16% IJKLMQRS	6 8% Q	19 4% H	8 3% H	4 3% H	133 8% U	15 5% U			
NASCAR racing		123 6%	28 5%	69 6%	77 7%	57 7%	29 7% H	38 6% H	85 9% H	37 4% H	12 5% H	5 3% H	10 5% H	7 5% H	11 7% H	49 6% H	16 4% H	4 6% H	33 7% H	16 8% H	8 6% H	101 6% U	22 8% U			
U.F.C. (Ultimate Fighting Championship)		119 6%	61 11% DEF	100 9% DEF	93 8% EF	45 6% F	15 4% F	13 2% F	84 3% H	35 6% H	16 6% Q	9 6% H	20 10% QR	17 12% NOQR	8 5% H	52 7% Q	24 6% Q	4 3% H	13 3% H	6 3% H	103 7% U	15 5% U				
Poker		115 6%	49 9% F	82 7% F	78 7% F	45 6% F	23 6% F	20 3% H	74 8% H	41 4% H	14 5% H	6 4% H	11 5% H	6 4% H	13 8% H	51 7% H	30 8% H	4 5% H	20 4% H	8 4% H	7 5% H	97 6% U	18 7% U			
UEFA (European) Soccer		102 5%	41 7% F	70 6% F	66 5% F	38 5% F	19 5% H	23 4% H	74 8% H	27 3% H	12 5% H	6 4% H	6 3% H	3 2% H	6 4% H	67 9% IKLQRS	50 13% IJKLMORS	6 8% ORS	9 2% H	3 2% H	2 1% H	94 6% U	7 2% U			
Formula One racing		101 5%	23 4%	47 4%	51 4%	39 5%	26 6% H	40 6% H	73 8% H	28 3% H	12 5% H	7 5% H	7 4% H	5 3% H	5 3% H	34 5% H	24 6% H	3 5% H	38 8% N	17 9% N	5 4% H	85 5% U	16 6% U			
Tennis		94 5%	21 4%	46 4%	54 5%	37 5%	19 5% H	37 6% H	57 6% H	37 4% H	9 3% H	7 5% H	3 1% H	3 2% H	2 1% H	44 6% K	32 8% IKLMP	0 - KMP	33 7% IKLMP	17 9% IKLMP	4 3% H	85 5% U	9 3% U			
Boxing		80 4%	25 4%	48 4%	49 4%	30 4%	14 3% H	25 4% H	67 7% H	13 1% H	6 2% H	5 3% H	9 4% M	6 5% M	0 - M	31 4% IM	14 4% IM	2 3% H	30 6% IM	12 2% H	3 2% H	66 4% U	14 5% U			
NBA basketball		77 4%	34 6% F	52 5% F	45 4% F	28 4% F	13 3% H	15 2% H	59 6% H	18 2% H	9 4% MS	6 4% MOS	8 5% MOS	7 4% MOS	0 - MORS	53 7% MORS	39 10% IKMORS	5 6% MQS	6 1% H	4 2% H	0 - H	70 4% U	7 2% U			
AHL hockey		66 3%	15 3%	35 3%	37 3%	28 4%	15 4% H	22 3% H	41 4% H	25 2% H	11 4% QR	6 4% H	8 4% R	6 4% R	13 8% NQRS	25 3% H	13 3% H	3 1% H	7 1% H	1 1% H	2 1% H	56 3% U	9 3% U			
Indy Car, IRL or CART racing		63 3%	17 3%	34 3%	35 3%	23 3%	11 3% H	23 4% H	48 5% H	15 1% H	6 2% H	3 2% H	7 3% H	3 2% H	6 4% H	24 3% H	15 4% H	0 - H	19 4% H	12 6% S	1 1% H	51 3% U	12 4% U			
Alpine (Downhill) Skiing		62 3%	12 2%	25 2%	29 3%	23 3%	15 4% B	27 4% B	27 3% H	35 3% H	12 5% H	7 5% H	10 4% H	6 4% H	1 1% H	21 3% H	10 3% H	0 - H	17 4% H	6 3% H	1 1% H	51 3% U	11 4% U			
Pro Wrestling		60 3%	22 4%	40 4%	42 4%	23 3% H	11 3% H	16 2% H	48 5% H	12 1% H	4 2% H	2 2% H	11 5% IS	10 7% IQS	8 5% S	25 3% H	16 4% H	1 2% H	13 3% H	6 3% H	0 - H	54 3% U	6 2% U			
Other professional MMA (Affliction, Strikeforce, WEC, etc.)		44 2%	24 4% F	39 3% F	37 3% F	18 2% F	9 2% F	2 0% F	36 4% H	9 1% H	8 3% Q	7 5% Q	8 4% Q	6 4% Q	2 1% H	21 3% Q	10 3% H	0 - H	3 1% H	3 2% H	3 2% H	38 2% U	6 2% U			
North American Soccer Leagues (MLS or USL)		40 2%	13 2%	26 2%	29 3%	18 2% H	10 2% H	9 1% H	32 3% H	9 1% H	8 3% H	5 3% H	3 2% H	1 0% H	0 - H	22 3% O	16 4% O	1 1% H	7 1% H	4 2% H	1 1% H	38 2% U	2 1% U			
Lacrosse		22 1%	9 2% D	10 1%	10 1%	2 0% D	2 0% D	10 2% D	16 2% H	5 1% H	1 0% H	0 - H	3 1% H	0 - H	1 1% H	16 2% O	7 2% O	2 2% O	1 0% H	1 1% H	0 - H	19 1% U	3 1% U			
Cricket		18 1%	7 1%	11 1%	12 1%	6 1% H	3 1% H	4 1% H	14 2% H	4 0% H	1 0% H	1 1% H	2 1% H	2 1% H	0 - H	13 2% Q	13 3% IQ	0 - H	1 0% H	1 1% H	1 1% H	18 1% U	0 - H			
University/ Amateur																										
Junior Hockey		129 7%	33 6%	65 6%	65 6%	45 6%	26 6% H	52 8% H	97 10% H	32 3% H	19 7% H	8 5% H	16 8% H	8 6% H	13 8% H	48 6% H	17 4% H	7 9% H	29 6% H	10 5% H	4 3% H	106 6% U	23 8% U			
NCAA football		38 2%	11 2%	24 2%	25 2%	16 2% H	8 2% H	11 2% H	29 3% H	9 1% H	5 2% H	1 0% H	1 1% H	1 1% H	3 2% H	17 2% H	9 2% H	0 - H	10 2% H	7 4% H	2 1% H	35 2% U	3 1% U			

S1. (Avid fan summary)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base

	Age										Region										Demo	
	Gender						BC		Alberta		Ontario			Quebec			Atlantic		Urban		Rural	
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U
NCAA basketball	33 2%	12 2%	24 2%	21 2%	15 2%	8 2%	6 1%	23 2%	11 1%	6 2%	3 2%	3 1%	3 2%	0 -	17 2%	12 3%	1 1%	8 2%	7 4%	0 -	30 2%	2 1%
CIS Football	25 1%	4 1%	11 1%	13 1%	10 1%	4 1%	11 2%	16 2%	9 1%	0 -	0 -	3 1%	1 0%	6 4%	10 1%	6 1%	1 1%	7 1%	3 2%	0 -	23 1%	2 1%
CIS Hockey	24 1%	9 2%	15 1%	16 1%	9 1%	7 2%	5 1%	18 2%	5 1%	2 1%	1 0%	4 2%	2 2%	2 1%	12 2%	5 1%	0 -	3 1%	1 1%	1 1%	17 1%	7 2%
CIS Basketball	20 1%	9 2%	15 1%	12 1%	7 1%	3 1%	4 1%	14 1%	6 1%	3 1%	3 2%	5 2%	3 2%	0 -	8 1%	8 2%	0 -	4 1%	4 2%	0 -	20 1%	0 -
Olympics																						
Winter Olympics	623 31%	148 27%	320 28%	335 29%	245 31%	125 30%	230 36%	315 33%	308 30%	84 32%	48 31%	70 35%	46 33%	43 27%	268 35%	137 34%	32 43%	126 26%	44 23%	32 23%	531 31%	91 33%
Summer Olympics	583 29%	140 25%	305 27%	309 26%	229 29%	112 27%	214 33%	289 30%	294 28%	79 30%	47 30%	65 33%	43 30%	37 23%	257 34%	136 34%	31 42%	117 24%	42 22%	28 20%	509 30%	73 26%

S3 1. (NHL hockey) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base

		Age						Gender		BC		Alberta		Region					Quebec			Demo	
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan	1389	326	751	793	586	317	477	787	602	206	114	164	115	69	567	289	58	317	136	66	1203	182	
Weighted	1408	424	829	838	556	299	429	770	637	199	116*	156	107*	105*	549	288	61*	314	135	86*	1221	183	
NHL hockey																							
Less interest	243 17%	51 12%	119 14%	128 15%	89 16%	49 16%	103 24% ABCDE	122 16%	121 19%	31 16%	21 18%	25 16%	15 14%	26 25% O	84 15%	35 12%	7 11%	58 18%	27 20%	20 23%	208 17%	35 19%	
The same	817 58%	227 54%	469 57%	499 60%	345 62% A	188 63% A	244 57%	438 57%	379 60%	107 54%	61 53%	90 58%	59 55%	61 58% IPQR	349 64% IPQR	190 66% IJPQR	29 48%	161 51%	69 51%	49 57%	702 58%	112 61%	
More interest	348 25%	145 34% CDEF	241 29% DEF	210 25% F	121 22%	61 21%	82 19%	210 27% H	138 22%	60 30% N	34 29%	40 26%	33 31%	19 18%	116 21%	63 22% MNOS	25 42% NO	95 30%	38 29%	17 20%	312 26%	36 20%	

S3 2. (AHL hockey) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U - small base; ** very small base (under 30) ineligible for sig testing																							
	Total	Age						Gender			BC		Alberta		Region			Quebec			Demo		
		18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Casual or avid fan	557	121	287	321	238	141	198	355	202	88	44	61	44	46	235	117	23	99	39	28	490	65	
Weighted	560	150*	311	339	235	138	175	354	206	85*	43**	55*	39*	64*	220	110*	22**	102*	40*	33**	484	74*	
AHL hockey																							
Less interest	96 17%	27 18%	54 17%	52 16%	35 15%	23 17%	33 19%	52 15%	44 21%	18 21%	9 22%	5 9%	3 7%	2 3%	37 17%	19 18%	2 11%	28 KLMN	11 KLM	5 16%	83 17%	13 18%	
The same	374 67%	86 58%	202 65%	230 68%	169 72% A	97 71%	118 68%	243 69%	131 64%	53 62%	24 57%	37 67%	27 69%	42 65%	150 68%	76 69%	16 71%	68 67%	26 65%	24 73%	323 67%	50 68%	
More interest	90 16%	36 24% DEF	55 18%	57 17%	30 13%	17 12%	24 14%	59 17%	31 15%	14 17%	9 21%	13 23% O	9 24% O	21 32% NOQR	33 15% O	14 13%	4 18%	6 6%	3 7%	4 11%	79 16%	11 15%	

S3 3. (NFL football) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - GH - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

		Age						Gender		BC		Alberta		Region Ontario			Quebec					Demo	
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan	742	160	395	436	331	176	251	522	220	107	61	79	59	45	318	163	25	164	67	29	646	94	
Weighted	740	201	432	448	318	165	220	508	231	103*	60*	72*	52*	64*	308	162	24**	158	65*	34**	646	92*	
NFL football																							
Less interest	92 12%	16 8%	47 11%	52 12%	42 13%	25 15%	33 15%	55 11%	37 16%	17 17%	10 17%	13 18%	9 18%	4 7%	40 13%	19 12%	5 23%	14 9%	9 14%	4 11%	83 13%	9 10%	
The same	488 66%	133 66%	285 66%	294 66%	212 67%	110 67%	142 65%	337 66%	151 65%	56 55%	37 61%	41 58%	29 56%	45 70%	211 69%	106 65%	17 70%	110 70%	44 68%	24 69%	420 65%	67 73%	
More interest	160 22%	52 26%	100 23%	101 23%	64 20%	30 19%	44 20%	117 23%	43 19%	29 28%	13 22%	18 25%	14 26%	15 23%	57 19%	37 23%	2 8%	34 22%	12 18%	7 20%	143 22%	16 18%	

S3 4. (CFL football) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - GH - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U ** small base; ** very small base (under 30) ineligible for sig testing																								
Age										Gender		BC		Alberta		Region			Quebec			Demo		
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: Casual or avid fan	884	159	420	483	380	215	345	621	263	146	81	133	92	67	340	163	30	169	72	29	768	114		
Weighted	873	197	450	494	362	200	314	597	276	135	80*	126*	84*	94*	326	157	31**	156	67*	37**	758	113*		
CFL football																								
Less interest	121 14%	38 20% F	71 16%	70 14%	46 13%	24 12%	37 12%	85 14%	36 13%	21 15% M	12 14% M	13 10%	10 11%	3 4%	57 18% M	34 22% KMQR	6 18%	19 12%	5 7%	8 22%	106 14%	15 13%		
The same	561 64%	113 57%	282 63%	327 66%	250 69% A	139 69% A	198 63%	376 63%	185 67%	75 56%	46 58%	92 73% IM	62 73% IM	40 43%	231 71% IM	102 65% M	25 80%	99 64% M	40 60%	24 64%	488 64%	72 64%		
More interest	191 22%	46 23%	97 22%	97 20%	66 18%	37 18%	79 25%	136 23%	55 20%	39 29% KLNO	22 28% NO	21 17%	13 16%	50 53% LIKINOOR	38 12%	21 13%	1 2%	38 24% NO	22 33% KLNO	5 13%	164 22%	26 23%		

S3 5. (NBA basketball) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U ** small base; ** very small base (under 30) ineligible for sig testing																									
Age										Gender		BC		Alberta		Region					Quebec			Demo	
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U			
Base: Casual or avid fan	489	139	286	293	209	106	141	300	189	65	36	56	47	19	270	160	17	63	29	16	443	44			
Weighted	506	180	326	310	199	96*	127	299	207	64*	39**	50*	43*	27**	275	172	17**	69*	33**	22**	455	49*			
NBA basketbal																									
Less interest	102 20%	36 20%	60 18%	64 21%	35 18%	23 24%	31 24%	58 19%	44 21%	18 29% KLO	9 24%	5 10%	4 10%	11 43%	45 16%	24 14%	4 25%	14 21%	4 12%	8 38%	88 19%	14 30%			
The same	333 66%	118 65%	219 67%	206 67%	137 69%	60 62%	79 62%	201 68%	132 64%	35 55%	24 61%	42 85% IN	35 83% I	13 49%	184 67%	119 69%	5 27%	46 67%	24 73%	13 59%	307 67% U	24 50%			
More interest	71 14%	26 14%	46 14%	40 13%	28 14%	13 14%	17 14%	39 13%	32 15%	10 16%	6 16%	3 6%	3 7%	2 8%	46 17%	29 17%	9 49%	9 13%	5 15%	1 4%	61 13%	10 21%			

S3 6. (MLB baseball) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base, ** very small base (under 30) ineligible for sig testing																							
		Age						Gender			BC		Alberta		Region			Quebec			Demo		
		Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Casual or avid fan	759	152	361	417	313	182	294	499	260	103	55	79	53	37	388	210	28	115	50	37	664	93	
Weighted	757	184	388	434	307	181	267	490	267	90*	50*	72*	46*	54*	377	211	31**	118*	50*	46**	661	94*	
MLB baseball																							
Less interest	168 22%	34 18%	85 22%	101 23%	76 25%	47 26%	58 22%	98 20%	69 26%	24 27%	18 36% N	13 18%	7 16%	9 16%	71 19%	44 21%	9 29%	43 37% KLMNO	22 44% KLMNO	7 16%	148 22%	19 21%	
The same	462 61%	114 62%	236 61%	260 60%	187 61%	112 62%	161 61%	302 62%	160 60%	50 56%	23 47%	46 63%	31 68%	38 70%	235 62%	125 59%	16 51%	67 56%	26 52%	26 58%	398 60%	64 68%	
More interest	127 17%	36 20%	67 17%	74 17%	43 14%	22 12%	47 18%	89 18%	38 14%	16 18% OR	9 17%	13 19% OR	7 16%	7 14%	71 19% OR	43 20% OR	6 20%	8 7%	2 4%	12 26%	115 17%	11 12%	

S3 7. (NASCAR racing) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/ - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base, ** very small base (under 30) ineligible for sig testing																							
	Total	Age						Gender		BC		Alberta		Region			Quebec			Demo			
		18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Casual or avid fan	589	110	292	331	262	145	217	376	213	73	32	61	43	28	252	115	18	145	55	30	507	82	
Weighted	556	129*	298	322	237	127	190	349	207	63*	29**	54*	37*	36**	232	105*	15**	138	54*	34**	478	77*	
NASCAR racing																							
Less interest	94 17%	23 18%	51 17%	50 16%	38 16%	17 13%	33 18%	56 16%	38 19%	14 23%	11 39%	9 16%	5 13%	10 28%	33 14%	18 17%	2 11%	24 18%	10 18%	3 10%	78 16%	16 21%	
The same	349 63%	79 61%	183 61%	208 65%	154 65%	88 69%	115 61%	223 64%	126 61%	36 57%	11 37%	35 66%	24 66%	19 52%	152 66%	70 66%	11 69%	85 62%	36 67%	21 63%	302 63%	47 60%	
More interest	113 20%	27 21%	64 21%	64 20%	45 19%	22 18%	41 22%	70 20%	43 21%	12 20%	7 25%	10 18%	7 20%	7 20%	46 20%	18 17%	3 20%	28 20%	8 15%	9 28%	99 21%	14 19%	

S3 8. (Formula One racing) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - GH - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U - small base; ** very small base (under 30) ineligible for sig testing																									
Age										Gender		BC		Alberta		Region					Quebec			Demo	
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U			
Base: Casual or avid fan	633	111	305	352	280	152	242	400	233	74	40	57	41	19	237	126	20	221	92	25	549	84			
Weighted	604	131*	319	347	261	138	212	374	230	69*	41**	52*	35*	23**	223	119*	18**	213	91*	23**	524	80*			
Formula One racing																									
Less interest	180 30%	44 33%	100 31%	107 31%	77 30%	42 30%	59 28%	117 31%	63 28%	21 31%	16 40%	15 29%	10 29%	7 29%	48 21%	29 24%	5 25%	83 39%	37 41% NO	7 29%	150 29%	30 38%			
The same	352 58%	69 52%	179 56%	201 58%	158 60%	83 60%	126 59%	216 58%	136 59%	39 56%	18 43%	32 62%	21 60%	11 49%	148 66% QR	74 62%	13 70%	107 50%	47 51%	15 64%	311 59%	41 51%			
More interest	72 12%	19 14%	40 13%	39 11%	26 10%	13 9%	27 13%	41 11%	30 13%	9 13%	7 17%	5 9%	4 11%	5 22%	28 12%	17 14%	1 5%	24 11%	8 8%	2 7%	62 12%	9 12%			

S3 9. (Indy Car, IRL or CART racing) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

	Age							Gender		BC		Alberta		Region				Quebec			Demo	
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Casual or avid fan	520	86	257	304	248	133	186	349	171	69	36	57	40	24	213	107	14	131	51	26	453	67
Weighted	489	100*	257	287	221	113	167	322	166	57*	31**	51*	34*	34**	196	100*	11**	124	47*	26**	424	65*
Indy Car, IRL or CART racing																						
Less interest	112 23%	22 22%	60 23%	68 24%	51 23%	19 17%	39 23%	69 21%	43 26%	20 34%	15 49%	14 27%	12 34%	10 28%	36 18%	17 17%	3 24%	24 19%	9 19%	9 37%	99 23%	13 20%
The same	330 68%	67 67%	169 66%	186 65%	146 66%	83 74%	117 70%	224 70%	106 64%	33 58%	13 43%	32 63%	19 55%	22 63%	143 73%	73 74%	8 76%	85 69%	35 74%	15 60%	286 68%	44 68%
More interest	46 10%	11 11%	29 11%	33 12%	24 11%	11 10%	11 7%	29 9%	17 10%	5 8%	3 9%	5 11%	4 11%	3 9%	18 9%	10 10%	0 -	15 12%	3 6%	1 3%	38 9%	8 13%

S3_10. (PGA golf) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing																							
	Total	Age						Gender		BC		Alberta		Region				Quebec			Demo		
		18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/Sask	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Casual or avid fan	765	96	315	381	315	182	354	489	276	105	55	94	61	41	318	149	28	164	64	43	655	108	
Weighted	732	117*	333	385	307	175	308	453	279	88*	49*	85*	56*	56*	301	147	30**	155	63*	47*	629	102*	
PGA golf																							
Less interest	91 12%	16 14%	40 12%	54 14%	37 12%	22 13%	37 12%	43 10%	48 17%	16 18%	9 18%	12 14%	7 13%	2 4%	45 15%	25 17%	3 11%	15 10%	6 9%	1 3%	79 13%	12 12%	
The same	461 63%	79 68%	212 64%	244 63%	192 63%	114 65%	189 61%	304 67%	157 56%	47 54%	26 53%	53 62%	31 55%	40 71%	180 60%	88 60%	20 65%	106 69%	41 64%	35 74%	386 61%	73 72%	
More interest	180 25%	21 18%	80 24%	88 23%	78 25%	40 23%	82 27%	106 24%	74 27%	25 29%	14 29%	21 25%	18 32%	14 24%	76 25%	33 23%	7 23%	33 22%	17 27%	11 23%	165 26%	16 16%	

S3_11. (U.F.C. (Ultimate Fighting Championship)) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U ** small base: *** very small base (under 30) ineligible for sig testing																							
		Age						Gender		BC		Alberta		Region				Quebec			Demo		
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan	409	166	318	295	185	74	58	294	115	62	30	64	45	20	181	97	14	55	18	27	351	56	
Weighted	431	208	354	315	176	64*	47*	298	133*	59*	32**	60*	40*	30**	190	107*	12**	57*	19**	35**	370	59*	
U.F.C. (Ultimate Fighting Championship)																							
Less interest	60 14%	27 13%	44 13%	39 12%	24 14%	11 17%	8 18%	38 13%	22 16%	7 12%	1 2%	6 10%	3 9%	2 7%	31 16%	16 15%	4 31%	8 15%	2 11%	6 16%	48 13%	10 18%	
The same	203 47%	91 44%	165 47%	148 47%	91 52%	34 54%	21 44%	142 48%	61 46%	23 38%	14 45%	28 48%	16 40%	7 24%	98 51%	57 53%	4 30%	30 53%	12 64%	17 49%	178 48%	25 42%	
More interest	169 39%	90 43%	145 41%	129 41%	61 35%	18 29%	18 38%	118 40%	50 38%	29 50% N	17 53%	26 43%	21 52% N	21 70%	62 33%	34 32%	5 39%	18 33%	5 25%	12 35%	144 39%	24 41%	

S3_12. (Other professional MMA (Affliction, Strikeforce, WEC, etc.)) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

		Age							Gender		BC		Alberta		Region			Quebec					Demo	
		Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan		172	76	140	129	78	37	18	141	31	25	13	32	23	6	79	48	3	21	8	9	150	22	
Weighted		173	89*	148	132*	71*	31*	13**	141	32**	22**	11**	29**	22**	9**	82*	53*	3**	19**	7**	11**	152	21**	
Other professional MMA (Affliction, Strikeforce, WEC, etc.)																								
Less interest		22 13%	7 8%	14 9%	16 12%	11 15%	6 20%	4 31%	15 11%	7 22%	2 8%	0 -	2 8%	2 8%	1 12%	11 14%	7 13%	1 28%	5 25%	0 -	1 11%	20 14%	2 8%	
The same		100 58%	49 55%	87 59%	72 55%	44 62%	19 60%	7 58%	84 60%	16 50%	12 55%	5 44%	19 64%	12 57%	6 65%	49 60%	33 61%	1 38%	9 48%	4 60%	5 44%	84 56%	16 76%	
More interest		50 29%	33 37%	48 32%	43 33%	16 23%	6 20%	1 11%	42 30%	9 28%	8 37%	6 56%	8 28%	7 34%	2 24%	21 26%	14 26%	1 34%	5 27%	3 40%	5 46%	47 31%	3 16%	

S3_14. (UEFA (European) Soccer) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.
Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

		Age						Gender		BC		Alberta		Region			Quebec					Demo	
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan	408	102	211	227	161	83	145	254	154	70	38	41	30	14	199	134	15	69	43	15	374	32	
Weighted	416	130*	244	247	159	75*	127	260	156	67*	41**	43*	33**	18**	202	135*	14**	70*	45*	17**	385	29**	
UEFA (European) Soccer																							
Less interest	45	11	28	32	24	11	11	21	24	5	1	4	2	0	23	15	1	13	9	0	42	3	
	11%	8%	11%	13%	15%	15%	8%	8%	15% G	8%	3%	9%	5%	-	11%	11%	7%	19%	19%	-	11%	9%	
The same	264	81	151	153	98	48	85	171	94	46	30	34	28	14	109	72	4	48	35	15	246	18	
	64%	62%	62%	62%	62%	64%	67%	66%	60%	69%	73%	79%	86%	78%	54%	53%	31%	68%	76% NO	86%	64%	60%	
More interest	107	38	65	62	38	16	31	68	38	16	10	5	3	4	70	49	9	9	2	2	97	9	
	26%	29%	27%	25%	24%	22%	24%	26%	25%	23% R	25%	12%	9%	22%	35% KOR	36% KOR	63%	13%	5%	14%	25%	32%	

S3 13. (Boxing) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

		Age						Gender		BC		Alberta		Region			Quebec			Demo		
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U
Base: Casual or avid fan	510	122	296	319	238	118	150	384	126	67	35	55	35	12	198	103	13	147	56	31	435	73
Weighted	479	135*	298	307	215	101*	128	353	126*	60*	35**	47*	28**	17**	182	95*	11**	138	54*	36**	408	69*
Boxing																						
Less interest	112 23%	29 22%	68 23%	71 23%	48 22%	16 16%	35 27%	81 23%	31 25%	16 26%	7 20%	13 28%	7 26%	7 40%	36 20%	19 21%	1 5%	29 21%	10 19%	12 33%	91 22%	20 29%
The same	300 63%	77 57%	185 62%	196 64%	147 68%	75 75% ABF	76 59%	224 63%	76 60%	34 56%	19 56%	29 63%	18 64%	9 54%	126 69%	63 66%	9 81%	80 58%	30 55%	22 61%	256 63%	43 62%
More interest	67 14%	29 21% DE	45 15%	40 13%	21 10%	9 9%	18 14%	48 14%	19 15%	11 18%	8 24%	4 10%	3 10%	1 6%	20 11%	12 13%	2 14%	30 21% N	14 26% KN	2 6%	61 15%	6 9%

S3_15. (North American Soccer Leagues (MLS or USL)) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

	Age										Region										Demo	
	Age						Gender		BC		Alberta		Ontario			Quebec					Demo	
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U
Base: Casual or avid fan	346	83	177	196	144	79	119	232	114	56	31	30	22	10	168	115	11	70	38	12	309	36
Weighted	341	105*	201	209	143	75*	93*	235	107*	50*	30**	30**	22**	14**	166	116*	11**	66*	39**	15**	309	31**
North American Soccer Leagues (MLS or USL)																						
Less interest	24 7%	6 6%	14 7%	15 7%	9 6%	6 8%	9 10%	12 5%	12 11%	1 1%	0 -	1 5%	1 7%	2 16%	13 8%	9 8%	0 -	7 11%	2 6%	0 -	21 7%	3 9%
The same	225 66%	66 63%	128 63%	131 63%	95 67%	53 71%	64 68%	155 66%	70 65%	41 81% NO	24 82%	21 68%	17 78%	10 69%	97 58%	71 61%	6 53%	44 68%	30 76%	13 86%	209 68%	16 51%
More interest	92 27%	33 31%	59 30%	63 30%	39 27%	16 21%	21 22%	67 29%	25 23%	9 18%	5 18%	8 27%	3 16%	2 15%	57 34% I	36 31%	5 47%	14 22%	7 18%	2 14%	79 26%	12 40%

S3_16. (FIFA World Cup Soccer) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions: Means: Columns Tested (5% risk level) - A-B-C-D-E-F - GH - I-J-K-L-M-N-O-P-Q-R-S - T-U ** very small base (under 30) ineligible for sig testing																						
	Total	Age						Gender		BC		Alberta		Region			Quebec			Demo		
		18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Casual or avid fan	585	148	308	318	229	119	208	348	237	95	53	63	45	19	274	177	21	109	56	25	527	57
Weighted	597	194	357	342	222	106*	181	359	238	87*	55*	65*	46*	29**	280	178	20**	105*	60*	30**	538	58*
FIFA World Cup Soccer																						
Less interest	53 9%	16 8%	31 9%	31 9%	18 8%	7 7%	19 10%	28 8%	25 10%	5 6%	2 3%	11 17% JNO	4 9%	0 -	18 7%	9 5%	1 5%	13 13%	7 12%	5 16%	47 9%	6 10%
The same	384 64%	126 65%	229 64%	213 62%	145 65%	76 72%	114 63%	229 64%	155 65%	55 63%	39 71%	45 68%	36 79%	24 83%	175 63%	115 65%	12 60%	63 60%	38 64%	22 74%	347 65%	37 64%
More interest	160 27%	53 27%	96 27%	98 29%	59 27%	23 22%	48 27%	101 28%	58 25%	27 31% L	15 27%	9 15%	6 12%	5 17%	87 31% KL	54 30% KL	7 35%	29 28%	14 24%	3 11%	144 27%	15 27%

S3 17. (Curling) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U - small base; ** very small base (under 30) ineligible for sig testing																									
Age										Gender			BC		Alberta			Region			Quebec			Demo	
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U			
Base: Casual or avid fan	644	74	238	294	244	147	328	396	248	106	49	81	51	61	249	117	26	93	30	54	540	104			
Weighted	628	95*	249	304	235	145	299	362	266	93*	47*	69*	39*	85*	237	115*	27**	83*	29**	60*	525	103*			
Curling																									
Less interest	69 11%	16 17%	35 14%	37 12%	25 11%	13 9%	27 9%	44 12%	25 9%	12 13%	6 12%	4 6%	4 10%	4 5%	31 13%	20 17% KM	0 -	13 15%	8 28%	5 9%	58 11%	11 11%			
The same	411 65%	58 61%	173 70%	214 71% F	173 74% F	104 72% F	181 60%	245 68%	166 62%	55 60%	32 69%	38 55%	20 51%	55 65%	164 69% KL	77 67% L	20 76%	59 71% L	19 64%	39 65%	344 66%	67 65%			
More interest	148 24%	21 22%	41 16%	53 17%	37 16%	28 19%	91 30% BCDE	73 20%	76 29% G	26 28% O	9 20%	27 40% NOO	15 39% NOO	26 30% OO	42 18%	18 15%	7 24%	12 14%	2 8%	16 26%	123 24%	25 24%			

S3 18. (Lacrosse) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - ABC/DEF - GH - IJKLMNOP/QRST - TU *small base, ** very small base (under 30) ineligible for sig testing																							
		Age						Gender		BC		Alberta		Region					Quebec			Demo	
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan	254	63	126	145	104	64	87	182	72	33	16	40	33	6	141	80	8	25	9	9	228	26	
Weighted	240	75*	134*	147	96*	59*	69*	165	75*	28**	15**	33**	27**	8**	136	83*	6**	24**	8**	10**	219	21**	
Lacrosse																							
Less interest	46 19%	13 18%	24 18%	22 15%	17 18%	12 20%	15 22%	31 19%	14 19%	9 31%	5 33%	3 8%	3 10%	1 11%	21 16%	14 17%	2 31%	11 45%	4 49%	1 12%	42 19%	3 15%	
The same	159 66%	48 64%	91 68%	100 68%	66 69%	37 63%	45 65%	112 68%	47 63%	15 55%	7 45%	25 74%	21 78%	6 77%	94 69%	59 71%	4 58%	10 40%	3 31%	9 88%	144 66%	15 72%	
More interest	36 15%	14 19%	20 15%	25 17%	13 14%	10 17%	9 12%	22 14%	13 18%	4 14%	3 22%	6 18%	3 13%	1 13%	21 15%	10 12%	1 12%	4 15%	2 20%	0 -	33 15%	3 13%	

S3_20. (Pro Wrestling) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

		Age						Gender		BC		Alberta		Region			Quebec			Demo			
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan		292	90	186	189	123	62	79	206	86	36	15	35	27	18	130	72	7	64	26	9	255	36
Weighted		282	107*	197	193	112	56*	63*	196	86*	29**	12**	32**	24**	24**	126*	75*	5**	59*	26**	12**	247	34**
Pro Wrestling																							
Less interest		101 36%	42 39%	71 36%	72 38%	41 36%	23 41%	19 30%	67 34%	34 40%	13 47%	6 51%	10 30%	7 29%	12 52%	41 33%	24 32%	2 40%	18 31%	9 33%	6 53%	90 36%	10 31%
The same		154 55%	56 53%	109 55%	104 54%	62 55%	25 45%	36 57%	109 56%	45 52%	11 37%	3 24%	22 67%	16 66%	9 40%	74 59%	45 60%	3 60%	33 55%	13 49%	5 47%	134 54%	21 61%
More interest		27 9%	9 8%	17 9%	17 9%	10 9%	8 14%	8 13%	19 10%	7 8%	5 16%	3 24%	1 3%	1 5%	2 8%	11 9%	6 8%	0 -	8 14%	5 18%	0 -	24 10%	3 8%

S3_19. (Tennis) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U - small base; ** very small base (under 30) ineligible for sig testing																						
	Total	Age						Gender			BC		Alberta		Region			Quebec			Demo	
		18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Casual or avid fan	640	123	315	344	265	135	252	376	264	88	51	52	38	21	271	168	23	191	82	17	560	79
Weighted	622	147*	332	349	255	129	220	356	266	82*	53*	49*	38**	29**	260	166	23**	182	81*	20**	549	72*
Tennis																						
Less interest	90 14%	31 21% DE	50 15%	53 15%	28 11%	13 10%	31 14%	44 12%	46 17%	13 16%	7 13%	3 7%	3 8%	7 24%	43 17%	26 15%	5 22%	21 12%	11 13%	2 10%	83 15%	7 10%
The same	447 72%	101 69%	236 71%	250 72%	189 74%	97 76%	157 71%	264 74%	182 69%	62 75%	43 82%	37 77%	28 74%	22 77%	183 70%	117 71%	14 63%	126 69%	55 68%	17 82%	392 71%	54 74%
More interest	86 14%	15 11%	47 14%	46 13%	38 15%	19 15%	32 15%	48 14%	38 14%	8 10%	3 5%	8 16%	7 19%	0 -	34 13%	23 14%	3 15%	35 19% J	15 19%	2 8%	74 14%	12 16%

S3_21. (Figure Skating) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing																								
		Age						Gender		BC		Alberta		Region					Quebec			Demo		
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: Casual or avid fan	907	133	360	419	344	201	430	305	602	123	60	90	65	59	363	179	33	226	94	46	780	126		
Weighted	895	171*	391	439	334	196	389	280	615	111*	61*	85*	61*	76*	340	175	34**	222	92*	60*	769	126*		
Figure Skating																								
Less interest	166 19%	28 16%	74 19%	85 19%	66 20%	40 21%	72 19%	41 15%	125 20%	25 22% L	12 20%	10 12%	4 7%	21 28% KL	63 19%	35 20% L	5 16%	37 17%	24 26% KL	10 16%	135 18%	31 25%		
The same	624 70%	122 71%	284 73% F	324 74% F	248 74% F	144 73% F	253 65% F	211 75% H	413 67% H	73 65%	42 69%	68 80% IMR	51 84% IMQR	47 62% R	241 71% R	120 69%	23 69%	152 68%	51 56% U	43 71% U	547 71% U	76 60% U		
More interest	105 12%	21 12% D	32 8%	30 7%	20 6%	12 6%	64 17% BCDE	28 10%	77 13%	14 12%	7 12%	7 8%	5 9%	8 10%	36 11%	19 11%	5 15%	33 15%	17 19%	7 12%	86 11%	19 15%		

S3 22. (Alpine (Downhill) Skiing) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U - small base; ** very small base (under 30) ineligible for sig testing																								
Age										Gender			BC		Alberta		Region			Quebec			Demo	
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural		
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: Casual or avid fan	655	90	262	315	258	154	307	330	325	97	48	73	47	31	280	143	25	148	64	26	573	81		
Weighted	635	115*	284	330	252	148	268	311	324	87*	49*	63*	43*	49**	263	136*	26**	144	66*	30**	553	81*		
Alpine (Downhill) Skiing																								
Less interest	103 16%	23 20%	58 21%	63 19%	44 18%	24 16%	36 13%	47 15%	56 17%	15 18%	9 18%	11 18%	10 23%	4 8%	42 16%	19 14%	5 18%	29 20%	11 16%	2 6%	93 17%	10 13%		
The same	474 75%	80 69%	205 72%	240 73%	193 77%	114 77%	202 75%	242 78%	232 72%	63 73%	35 71%	50 80%	31 73%	44 90%	194 74%	102 75%	19 72%	96 67%	45 68%	27 91%	410 74%	64 79%		
More interest	57 9%	12 11%	20 7%	26 8%	15 6%	11 7%	30 11%	21 7%	36 11%	8 10%	5 11%	2 3%	2 4%	1 2%	27 10%	16 12%	3 11%	18 13%	11 16%	1 3%	50 9%	7 9%		

S3 23. (Poker) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.
Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

		Age						Gender		BC		Alberta		Region			Quebec			Demo			
		Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q			Montreal R	Atlantic S
Base: Casual or avid fan		545	160	329	341	234	118	151	350	195	80	40	74	55	24	231	127	13	106	41	30	474	70
Weighted		528	181	343	349	225	113*	122	325	203	72*	39**	65*	46*	37**	217	127*	14**	103*	38*	35**	458	70*
Poker																							
Less interest		65 12%	22 12%	40 12%	45 13%	27 12%	13 11%	16 13%	44 14%	21 10%	13 18%	10 26%	6 9%	4 9%	5 13%	27 12%	13 10%	3 19%	9 9%	5 13%	6 16%	59 13%	6 9%
The same		282 53%	86 47%	181 53%	176 51%	127 57%	62 55%	69 57%	170 52%	112 55%	37 51%	17 44%	37 57%	26 56%	13 36%	127 58%	75 59%	8 58%	57 55%	22 57%	12 34%	245 53%	37 53%
More interest		181 34%	73 40%	122 36%	128 37%	71 32%	38 34%	37 30%	110 34%	71 35%	22 31%	12 30%	22 34%	16 35%	19 51%	64 30%	39 31%	3 24%	37 36%	12 31%	18 50%	155 34%	27 39%

S3 24. (Cricket) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

		Age						Gender		BC		Alberta		Region			Quebec					Demo	
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan	96	32	56	50	31	12	33	66	30	11	4	8	8	5	62	50	1	6	1	4	89	7	
Weighted	94*	40**	64*	56*	31**	11**	23**	63*	30**	9**	3**	9**	9**	5**	62*	49*	1**	6**	1**	3**	89*	5**	
Cricket																							
Less interest	15	4	10	10	7	3	3	11	4	5	1	2	2	2	5	5	0	1	1	0	15	0	
	16%	11%	15%	17%	24%	25%	14%	17%	13%	56%	32%	19%	19%	38%	9%	11%	-	20%	100%	-	17%	-	
The same	60	25	36	32	16	7	19	41	20	4	2	7	7	2	40	28	1	3	0	3	56	5	
	64%	63%	57%	57%	52%	66%	84%	64%	64%	45%	68%	81%	81%	43%	65%	56%	100%	59%	-	100%	62%	100%	
More interest	19	11	18	14	7	1	1	12	7	0	0	0	0	1	16	16	0	1	0	0	19	0	
	20%	27%	28%	26%	24%	9%	2%	19%	23%	-	-	-	-	19%	27%	33%	-	22%	-	-	21%	-	

S3 25. (Junior Hockey) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U - small base; ** very small base (under 30) ineligible for sig testing																									
Age										Gender		BC		Alberta		Region					Quebec			Demo	
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U			
Base: Casual or avid fan	626	123	313	350	268	151	235	421	205	91	43	62	40	39	252	117	27	149	49	33	531	93			
Weighted	625	157*	339	366	259	147	209	412	213	87*	41**	59*	37*	52*	237	118*	27**	146	47*	43**	527	96*			
Junior Hockey																									
Less interest	54 9%	22 14% CDE	32 10% E	23 6%	13 5%	4 3%	20 10%	27 6%	28 13% G	7 8%	2 6%	4 7%	2 6%	1 3%	25 10%	17 14%	3 13%	15 11%	4 8%	2 5%	49 9%	6 6%			
The same	410 66%	84 54%	220 65%	257 70% AF	199 77% ABF	118 80% ABCF	127 61%	275 67%	135 63%	56 64%	25 62%	34 58%	21 56%	37 71%	154 65%	78 66%	13 50%	94 65%	36 76%	34 79%	347 66%	62 65%			
More interest	161 26%	51 33% DE	87 26%	85 23%	48 18%	25 17%	62 30%	110 27%	50 24%	24 28%	13 33%	21 36% O	14 38% OR	14 26%	58 25%	23 20%	10 37%	37 25%	8 17%	7 16%	132 25%	28 29%			

S3_26. (CIS Hockey) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U - small base; ** very small base (under 30) ineligible for sig testing																							
		Age						Gender		BC		Alberta		Region			Quebec			Demo			
		Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural
			A	B	C	D	E	F															
Base: Casual or avid fan	295	61	143	170	127	81	107	210	85	42	17	40	27	26	122	60	9	49	20	16	250	45	
Weighted	297	73*	155	181	129*	82*	94*	211	86*	35*	12**	34*	23**	36**	121*	62*	7**	53*	23**	19**	248	49*	
CIS Hockey																							
Less interest	45 15%	13 18%	20 13%	25 14%	14 11%	11 14%	17 18%	26 13%	18 21%	8 23%	2 17%	5 16%	2 7%	0 -	16 13%	10 16%	0 -	15 29% N	9 39%	0 -	40 16%	5 10%	
The same	220 74%	47 64%	113 73%	136 75%	104 80% A	63 77%	69 73%	162 77%	58 68%	23 68%	10 79%	22 65%	17 74%	30 83%	94 78%	46 73%	7 100%	34 64%	13 55%	17 90%	183 74%	37 76%	
More interest	32 11%	13 17%	21 14%	20 11%	11 9%	8 9%	8 9%	23 11%	9 11%	3 9%	1 4%	6 19%	4 19%	6 17%	11 9%	7 11%	0 -	4 7%	1 6%	2 10%	25 10%	7 14%	

S3 27. (CIS Football) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U - small base; ** very small base (under 30) ineligible for sig testing																								
Age										Gender		BC		Alberta		Region				Quebec			Demo	
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: Casual or avid fan	255	44	111	137	105	66	106	197	58	28	13	30	21	24	108	57	6	57	29	8	219	36		
Weighted	252	53*	117*	141	102*	63*	96*	189	63*	23**	9**	25**	17**	33**	106*	59*	3**	56*	31**	10**	217	35**		
CIS Football																								
Less interest	39 15%	9 16%	17 14%	18 12%	12 12%	8 12%	18 19%	28 15%	11 17%	3 15%	0 -	6 26%	2 11%	0 -	16 15%	10 17%	0 -	13 24%	7 24%	0 -	35 16%	4 12%		
The same	179 71%	36 67%	82 70%	107 76%	78 77%	48 76%	65 68%	135 71%	44 71%	17 76%	9 100%	13 51%	11 65%	28 87%	78 73%	44 74%	3 100%	33 60%	17 55%	10 100%	155 71%	24 71%		
More interest	34 13%	9 17%	18 16%	17 12%	12 12%	7 11%	13 13%	26 14%	8 13%	2 10%	0 -	6 24%	4 24%	4 13%	12 11%	5 9%	0 -	9 17%	6 21%	0 -	28 13%	6 17%		

S3 28. (CIS Basketball) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

		Age						Gender		BC		Alberta		Region			Quebec					Demo	
	Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan	148	36	82	87	65	40	47	96	52	19	14	18	16	8	76	47	7	22	13	5	132	16	
Weighted	148	43**	90*	90*	65*	39**	41*	95*	53*	20**	14**	16**	12**	9**	74*	47*	7**	24**	14**	6**	128*	20**	
CIS Basketball																							
Less interest	31	7	13	12	9	7	15	16	15	4	3	3	2	0	13	9	2	10	4	0	28	3	
	21%	17%	15%	13%	14%	19%	36% BCD	17%	28%	22%	18%	21%	17%	-	18%	19%	23%	43%	27%	-	22%	14%	
The same	99	30	64	66	47	27	23	68	31	9	7	9	9	9	56	35	6	10	7	6	83	16	
	67%	71%	71%	74%	72%	70%	55%	72%	59%	47%	47%	56%	70%	100%	75%	74%	77%	43%	51%	100%	65%	78%	
More interest	18	5	12	11	9	4	4	11	7	6	5	4	2	0	5	3	0	3	3	0	16	2	
	12%	12%	14%	13%	14%	11%	9%	11%	13%	31%	35%	23%	13%	-	7%	7%	-	14%	22%	-	13%	8%	

S3_29. (NCAA basketball) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.
Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

		Age							Gender		BC		Alberta		Region			Quebec					Demo	
		Total	18 to 34 A	18 to 49 B	25 to 54 C	35 to 54 D	45 to 54 E	55+ F	Male G	Female H	Total I	Vancouver J	Total K	Calgary/ Edmonton L	Man/ Sask M	Total N	Toronto O	Ottawa P	Total Q	Montreal R	Atlantic S	Urban T	Rural U	
Base: Casual or avid fan		225	63	127	136	95	52	67	156	69	30	17	24	18	10	122	78	13	29	18	10	206	18	
Weighted		238	84*	151*	148	93*	49*	62*	159	79*	27**	15**	21**	16**	13**	130*	86*	15**	34**	21**	13**	215	23**	
NCAA basketbal																								
Less interest		34 14%	11 13%	17 12%	16 11%	8 8%	6 11%	15 25% BCD	19 12%	15 19%	3 10%	1 5%	2 9%	1 4%	0 -	21 16%	10 12%	2 15%	5 16%	5 23%	3 27%	31 15%	3 12%	
The same		172 72%	57 68%	109 72%	113 76%	74 80%	38 78%	41 66%	121 76%	52 65%	16 60%	8 55%	18 84%	14 86%	12 91%	91 70%	63 73%	10 68%	26 75%	13 62%	9 73%	153 72%	18 78%	
More interest		32 14%	16 19%	25 16%	19 13%	11 12%	5 10%	6 9%	20 12%	13 16%	8 30%	6 40%	2 8%	2 10%	1 9%	18 14%	13 15%	2 17%	3 9%	3 15%	0 -	30 14%	2 10%	

S3_30. (NCAA football) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U *small base, ** very small base (under 30) ineligible for sig testing																						
		Age						Gender		BC		Alberta		Region			Quebec			Demo		
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Casual or avid fan	279	63	136	155	111	68	105	214	65	32	16	28	21	16	132	80	7	62	29	9	248	30
Weighted	287	81*	158	169	112*	62*	94*	213	74*	28**	12**	25**	19**	23**	135*	83*	6**	64*	33**	13**	254	32**
NCAA football																						
Less interest	44 15%	10 12%	22 14%	20 12%	13 12%	7 12%	21 22%	32 15%	12 16%	6 24%	4 36%	2 7%	1 4%	0 -	21 16%	12 14%	1 26%	13 20%	7 20%	2 14%	42 16%	3 8%
The same	205 71%	54 67%	111 71%	123 73%	86 77%	45 72%	65 69%	157 74%	48 65%	18 65%	7 59%	14 59%	13 69%	22 95%	99 73%	61 73%	4 74%	41 64%	20 61%	11 86%	179 71%	26 81%
More interest	38 13%	16 20%	24 15%	26 15%	13 11%	10 16%	9 9%	23 11%	14 19%	3 12%	1 5%	8 34%	5 27%	1 5%	15 11%	11 13%	0 -	10 16%	6 19%	0 -	34 13%	4 11%

S3_31. (Summer Olympics) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base

Age										Gender			BC		Alberta			Region			Quebec			Demo		
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural				
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U				
Base: Casual or avid fan	1611	345	819	875	661	352	605	806	805	217	120	170	122	88	668	329	61	385	166	85	1382	226				
Weighted	1609	433	890	912	635	329	542	777	832	199	124*	162	115*	122*	643	334	63*	374	161	108*	1377	230				
Summer Olympics																										
Less interest	126 8%	49 11% DE	78 9%	66 7%	36 6%	20 6%	41 8%	49 6%	77 9%	22 11% O	11 9%	17 11% O	15 13% MNO	5 4%	40 6%	17 5%	3 5%	31 8%	17 11% O	10 10%	108 8%	17 8%				
The same	1181 73%	285 66%	646 73%	698 77% A	504 79% ABF	262 80% ABF	392 72%	595 77% H	586 70%	142 71%	86 70%	112 69%	79 69%	95 78%	465 72%	240 72%	45 72%	281 75%	117 73%	87 80%	999 73%	180 78%				
More interest	302 19%	99 23% CDE	167 19%	148 16%	95 15%	46 14%	109 20%	132 17%	170 20%	36 18%	27 22%	33 20%	21 18%	22 18%	139 22% S	78 23% S	15 24%	62 17%	27 17%	11 10%	270 20%	33 14%				

S3_32. (Winter Olympics) Thinking about your interest in these sports and events in the past few years, would you say that you have less interest, the same interest or more interest than before? If you have never had an interest in the sport or event you can indicate that as well.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - GH - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M/N/O/P/Q/R/S - T/U * small base																						
		Age						Gender		BC		Alberta		Region				Quebec			Demo	
	Total	18 to 34	18 to 49	25 to 54	35 to 54	45 to 54	55+	Male	Female	Total	Vancouver	Total	Calgary/ Edmonton	Man/ Sask	Total	Toronto	Ottawa	Total	Montreal	Atlantic	Urban	Rural
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: Casual or avid fan	1636	355	837	889	669	362	612	831	805	219	123	176	126	90	674	331	61	391	165	86	1400	233
Weighted	1631	441	909	926	645	338	546	797	834	202	127*	168	119*	122*	647	335	62*	382	160	110*	1397	232
Winter Olympics																						
Less interest	109 7%	39 9%	69 8%	60 7%	35 5%	20 6%	34 6%	41 5%	68 8%	20 10%	11 9%	13 8%	12 10%	4 3%	40 6%	21 6%	1 1%	23 6%	14 9%	8 7%	96 7%	13 5%
The same	1174 72%	295 67%	645 71%	688 74%	487 76%	260 77%	392 72%	619 78%	555 67%	132 65%	86 67%	114 68%	80 67%	90 74%	460 71%	229 68%	48 77%	297 78%	122 76%	81 74%	998 71%	173 75%
More interest	349 21%	106 24%	195 22%	178 19%	123 19%	58 17%	120 22%	138 17%	211 25%	50 25%	30 24%	41 24%	26 22%	28 23%	147 23%	85 25%	14 22%	62 16%	24 15%	20 19%	303 22%	46 20%