	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Sample	1500	202	153	101	100	480	340	124	705	780	424	518	558	196	246	264	221	270	290	470	454	382	621	473	406

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, although at least one response was received. * indicates small sample size.

QS1. [Top2box] First, typically, how closely do you follow each of these professional sports leagues???

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
NHL– National Hockey League	37%	34%	36%	33%	45%	38%	38%	37%	48%	28%	33%	36%	41%	42%	46%	53%	26%	27%	30%	39%	37%	40%	40%	35%	36%
CFL– Canadian Football League	17%	17%	26%	53%	32%	13%	14%	8%	23%	11%	13%	15%	22%	16%	20%	31%	10%	10%	14%	16%	19%	19%	18%	15%	18%
NFL– National Football League	16%	19%	14%	22%	15%	17%	16%	12%	24%	9%	15%	16%	18%	19%	23%	28%	11%	10%	8%	17%	14%	20%	18%	13%	18%
MLB– Major League Baseball	18%	15%	14%	23%	13%	26%	11%	18%	23%	14%	14%	17%	23%	19%	21%	28%	9%	13%	18%	17%	17%	23%	21%	13%	20%
NBA– National Basketball Association	13%	13%	4%	11%	8%	18%	8%	12%	16%	10%	14%	13%	10%	19%	17%	13%	10%	10%	8%	13%	11%	15%	12%	10%	16%
MLS– Major League Soccer	7%	7%	2%	5%	4%	9%	10%	1%	9%	6%	7%	5%	10%	8%	6%	12%	5%	5%	7%	8%	7%	7%	8%	7%	7%

QS1. [Bottom2box] First, typically, how closely do you follow each of these professional sports leagues???

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
NHL– National Hockey League	63%	66%	64%	67%	55%	62%	62%	63%	52%	72%	67%	64%	59%	58%	54%	47%	74%	73%	70%	61%	63%	60%	60%	65%	64%
CFL– Canadian Football League	83%	83%	74%	47%	68%	87%	86%	92%	77%	89%	87%	85%	78%	84%	80%	69%	90%	90%	86%	84%	81%	81%	82%	85%	82%
NFL– National Football League	84%	81%	86%	78%	85%	83%	84%	88%	76%	91%	85%	84%	82%	81%	77%	72%	89%	90%	92%	83%	86%	80%	82%	87%	82%
MLB– Major League Baseball	82%	85%	86%	77%	87%	74%	89%	82%	77%	86%	86%	83%	77%	81%	79%	72%	91%	87%	82%	83%	83%	77%	79%	87%	80%
NBA– National Basketball Association	87%	87%	96%	89%	92%	82%	92%	88%	84%	90%	86%	87%	90%	81%	83%	87%	90%	90%	92%	87%	89%	85%	88%	90%	84%
MLS– Major League Soccer	93%	93%	98%	95%	96%	91%	90%	99%	91%	94%	93%	95%	90%	92%	94%	88%	95%	95%	93%	92%	93%	93%	92%	93%	93%

QS1. How closely do you follow NHL- National Hockey League?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Very closely	14%	13%	13%	9%	15%	14%	14%	16%	20%	8%	12%	15%	14%	19%	21%	19%	7%	9%	9%	13%	15%	15%	14%	12%	15%
Closely	23%	20%	23%	24%	30%	24%	24%	20%	28%	19%	21%	21%	27%	23%	25%	34%	19%	18%	21%	26%	22%	24%	26%	23%	20%
Not very closely	36%	37%	40%	45%	40%	36%	32%	33%	35%	36%	39%	34%	34%	42%	32%	34%	37%	37%	34%	30%	37%	39%	33%	39%	37%
I don't follow this sport at all	27%	30%	24%	22%	15%	27%	30%	31%	17%	36%	27%	29%	25%	17%	22%	13%	37%	36%	36%	32%	27%	22%	28%	27%	27%
Top2box	37%	34%	36%	33%	45%	38%	38%	37%	48%	28%	33%	36%	41%	42%	46%	53%	26%	27%	30%	39%	37%	40%	40%	35%	36%
Bottom2box	63%	66%	64%	67%	55%	62%	62%	63%	52%	72%	67%	64%	59%	58%	54%	47%	74%	73%	70%	61%	63%	60%	60%	65%	64%

QS1. How closely do you follow CFL – Canadian Football League?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Very closely	5%	9%	10%	18%	7%	3%	3%	2%	7%	3%	4%	4%	7%	6%	6%	9%	3%	3%	4%	6%	4%	5%	6%	4%	5%
Closely	12%	8%	16%	34%	25%	10%	11%	5%	16%	8%	8%	10%	16%	10%	14%	22%	7%	7%	10%	10%	14%	14%	11%	11%	13%
Not very closely	29%	31%	33%	33%	44%	30%	21%	28%	35%	23%	26%	27%	32%	32%	34%	37%	21%	20%	28%	25%	29%	34%	26%	30%	31%
I don't follow this sport at all	54%	52%	41%	14%	24%	57%	65%	65%	42%	65%	61%	59%	45%	52%	46%	32%	69%	70%	58%	59%	53%	47%	56%	55%	51%
Top2box	17%	17%	26%	53%	32%	13%	14%	8%	23%	11%	13%	15%	22%	16%	20%	31%	10%	10%	14%	16%	19%	19%	18%	15%	18%
Bottom2box	83%	83%	74%	47%	68%	87%	86%	92%	77%	89%	87%	85%	78%	84%	80%	69%	90%	90%	86%	84%	81%	81%	82%	85%	82%

QS1. How closely do you follow NFL– National Football League?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Very closely	6%	10%	6%	5%	3%	6%	6%	3%	9%	3%	6%	7%	6%	6%	11%	9%	5%	3%	2%	6%	6%	7%	7%	5%	7%
Closely	10%	9%	8%	17%	12%	11%	10%	9%	15%	6%	9%	10%	12%	13%	12%	19%	6%	7%	5%	11%	9%	13%	11%	9%	11%
Not very closely	27%	29%	27%	35%	32%	30%	19%	26%	30%	24%	27%	24%	29%	31%	26%	33%	24%	22%	27%	24%	28%	31%	25%	29%	26%
I don't follow this sport at all	57%	52%	60%	43%	53%	53%	65%	62%	46%	66%	58%	60%	53%	50%	51%	39%	65%	68%	66%	59%	58%	48%	57%	57%	55%
Top2box	16%	19%	14%	22%	15%	17%	16%	12%	24%	9%	15%	16%	18%	19%	23%	28%	11%	10%	8%	17%	14%	20%	18%	13%	18%
Bottom2box	84%	81%	86%	78%	85%	83%	84%	88%	76%	91%	85%	84%	82%	81%	77%	72%	89%	90%	92%	83%	86%	80%	82%	87%	82%

QS1. How closely do you follow MLB– Major League Baseball?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Very closely	5%	8%	3%	2%	2%	5%	3%	6%	7%	3%	4%	6%	5%	5%	9%	6%	3%	2%	4%	4%	4%	5%	6%	3%	4%
Closely	13%	7%	11%	21%	11%	21%	7%	12%	17%	11%	10%	11%	18%	15%	12%	22%	6%	11%	14%	13%	12%	17%	15%	9%	16%
Not very closely	29%	27%	32%	40%	34%	34%	18%	34%	34%	26%	25%	29%	33%	26%	34%	39%	24%	24%	28%	27%	31%	32%	30%	28%	31%
I don't follow this sport at all	52%	58%	55%	37%	53%	40%	71%	48%	43%	61%	61%	54%	44%	55%	45%	32%	66%	63%	54%	56%	53%	46%	49%	60%	48%
Top2box	18%	15%	14%	23%	13%	26%	11%	18%	23%	14%	14%	17%	23%	19%	21%	28%	9%	13%	18%	17%	17%	23%	21%	13%	20%
Bottom2box	82%	85%	86%	77%	87%	74%	89%	82%	77%	86%	86%	83%	77%	81%	79%	72%	91%	87%	82%	83%	83%	77%	79%	87%	80%

QS1. How closely do you follow NBA– National Basketball Association?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Very closely	3%	3%	1%	1%	1%	4%	4%	1%	4%	3%	4%	3%	3%	6%	4%	3%	2%	2%	3%	4%	2%	4%	3%	2%	4%
Closely	9%	10%	4%	10%	6%	14%	4%	11%	12%	7%	11%	10%	8%	14%	13%	10%	8%	8%	6%	9%	8%	12%	9%	8%	12%
Not very closely	29%	29%	34%	36%	30%	37%	15%	29%	33%	26%	29%	25%	33%	31%	30%	39%	29%	22%	28%	23%	30%	36%	26%	29%	35%
I don't follow this sport at all	58%	58%	61%	52%	62%	45%	77%	59%	51%	64%	56%	61%	56%	50%	53%	48%	61%	68%	64%	64%	59%	48%	62%	61%	49%
Top2box	13%	13%	4%	11%	8%	18%	8%	12%	16%	10%	14%	13%	10%	19%	17%	13%	10%	10%	8%	13%	11%	15%	12%	10%	16%
Bottom2box	87%	87%	96%	89%	92%	82%	92%	88%	84%	90%	86%	87%	90%	81%	83%	87%	90%	90%	92%	87%	89%	85%	88%	90%	84%

QS1. How closely do you follow MLS– Major League Soccer?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Very closely	2%	2%	1%		1%	2%	4%	1%	2%	2%	3%	1%	2%	3%	2%	2%	3%	*%	2%	3%	2%	1%	2%	2%	2%
Closely	5%	5%	1%	5%	3%	6%	7%	1%	7%	4%	4%	4%	7%	6%	4%	10%	3%	4%	5%	5%	5%	6%	5%	5%	4%
Not very closely	21%	28%	13%	15%	19%	24%	17%	24%	25%	18%	18%	22%	23%	23%	23%	27%	13%	20%	20%	20%	20%	27%	20%	18%	28%
I don't follow this sport at all	71%	64%	85%	80%	77%	67%	73%	75%	66%	76%	75%	73%	67%	69%	70%	61%	82%	75%	73%	72%	73%	66%	72%	75%	66%
Top2box	7%	7%	2%	5%	4%	9%	10%	1%	9%	6%	7%	5%	10%	8%	6%	12%	5%	5%	7%	8%	7%	7%	8%	7%	7%
Bottom2box	93%	93%	98%	95%	96%	91%	90%	99%	91%	94%	93%	95%	90%	92%	94%	88%	95%	95%	93%	92%	93%	93%	92%	93%	93%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Sample: Follow NBA	629	86*	60*	48*	38*	269	79*	52*	349	278	186	201	243	98	114	136	87*	86*	105	169	187	197	239	183	208

QS2. We would also like to know how much attention are you paying to the NBA basketball playoffs so far, since they began on April 13?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Following closely, watching as many games as I can	25%	20%	12%	16%	15%	30%	23%	29%	26%	24%	22%	28%	25%	25%	29%	25%	19%	26%	25%	25%	21%	30%	21%	25%	29%
Watching a bit, a few games here and there	39%	43%	37%	54%	38%	39%	32%	35%	43%	33%	44%	36%	36%	50%	37%	43%	38%	35%	26%	30%	43%	40%	41%	37%	37%
Not really watching, but following in the news a little	31%	32%	46%	25%	42%	28%	31%	29%	26%	38%	29%	30%	33%	19%	29%	27%	40%	31%	41%	36%	32%	27%	30%	33%	31%
Not paying attention at all	5%	6%	5%	5%	5%	3%	15%	7%	5%	6%	4%	5%	6%	5%	4%	6%	3%	7%	8%	8%	4%	3%	8%	5%	3%
Top2box	64%	63%	49%	70%	53%	69%	54%	64%	69%	56%	67%	64%	60%	76%	67%	67%	57%	62%	51%	55%	64%	70%	62%	63%	66%
Bottom2box	36%	37%	51%	30%	47%	31%	46%	36%	31%	44%	33%	36%	40%	24%	33%	33%	43%	38%	49%	45%	36%	30%	38%	37%	34%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Sample	1500	202	153	101	100	480	340	124	705	780	424	518	558	196	246	264	221	270	290	470	454	382	621	473	406

QS2. [Rebase to all respondents] We would also like to know how much attention are you paying to the NBA basketball playoffs so far, since they began on April 13?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Following closely, watching as many games as I can	10%	8%	5%	8%	6%	17%	5%	12%	13%	8%	10%	11%	11%	13%	14%	13%	8%	8%	9%	9%	9%	15%	8%	10%	15%
Watching a bit, a few games here and there	16%	18%	14%	26%	14%	21%	7%	14%	21%	12%	19%	14%	16%	25%	17%	22%	15%	11%	9%	11%	18%	21%	16%	14%	19%
Not really watching, but following in the news a little	13%	13%	18%	12%	16%	15%	7%	12%	13%	13%	13%	12%	14%	9%	14%	14%	16%	10%	15%	13%	13%	14%	11%	13%	16%
Not paying attention at all	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%	3%	2%	3%	1%	2%	3%	3%	2%	2%	3%	2%	2%
Do not follow NBA	58%	58%	61%	52%	62%	45%	77%	59%	51%	64%	56%	61%	56%	50%	53%	48%	61%	68%	64%	64%	59%	48%	62%	61%	49%
Top2box	27%	27%	19%	34%	20%	38%	12%	26%	34%	20%	29%	25%	26%	38%	31%	35%	23%	20%	18%	20%	26%	36%	24%	24%	34%
Bottom2box	15%	16%	20%	14%	18%	17%	10%	15%	15%	16%	15%	14%	17%	12%	16%	17%	17%	12%	18%	16%	15%	16%	15%	14%	18%

QS3. How closely, if at all, will you be following this championship series?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Will be following closely, watching every game	19%	18%	8%	21%	12%	29%	8%	22%	24%	14%	20%	18%	18%	27%	22%	24%	14%	14%	13%	15%	18%	25%	16%	17%	25%
Will be watching a bit, here and there	21%	21%	24%	29%	25%	24%	13%	22%	23%	19%	20%	18%	24%	20%	21%	27%	21%	16%	21%	18%	22%	23%	22%	18%	23%
Won't really watch, but will follow in the news a little	31%	36%	39%	33%	34%	28%	30%	28%	30%	32%	28%	32%	31%	27%	31%	30%	30%	34%	33%	31%	35%	29%	29%	34%	30%
Not going to pay attention at all	29%	26%	29%	17%	29%	19%	49%	27%	23%	35%	31%	31%	27%	26%	26%	19%	35%	36%	33%	36%	25%	23%	33%	31%	22%
Top2box	40%	39%	32%	50%	37%	53%	20%	45%	47%	33%	41%	36%	42%	47%	43%	51%	35%	30%	34%	33%	40%	48%	38%	35%	48%
Bottom2box	60%	61%	68%	50%	63%	47%	80%	55%	53%	67%	59%	64%	58%	53%	57%	49%	65%	70%	66%	67%	60%	52%	62%	65%	52%

QS4. if you had to pick just one, would you say you consider the Raptors to be...

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Canada's team	47%	50%	50%	64%	54%	46%	35%	65%	45%	49%	49%	45%	46%	48%	47%	42%	50%	44%	51%	46%	49%	43%	51%	43%	44%
Ontario's team	8%	8%	9%	4%	8%	9%	9%	5%	8%	9%	9%	9%	8%	10%	7%	7%	8%	10%	8%	9%	7%	10%	9%	10%	5%
Toronto's team	45%	43%	41%	32%	38%	44%	56%	30%	47%	43%	42%	46%	46%	42%	46%	51%	42%	46%	41%	45%	44%	48%	40%	47%	50%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Sample: Exclude those not paying attention	1059	150	108	85*	72*	390	175	91*	541	510	294	356	410	146	182	213	144	172	194	300	339	296	415	326	318

QS5. And what odds would you give the Raptors of winning this series against Golden State?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
A very good chance – I expect them to win the series	18%	12%	18%	22%	15%	22%	15%	17%	18%	19%	12%	20%	22%	14%	20%	18%	10%	21%	26%	21%	15%	17%	22%	18%	14%
A decent chance, about 50/50	58%	61%	51%	50%	59%	58%	59%	59%	58%	58%	55%	57%	60%	53%	58%	60%	57%	56%	60%	57%	58%	60%	58%	59%	57%
Not much of a chance – it's going to be tough for them	9%	9%	13%	5%	7%	9%	7%	9%	10%	8%	16%	6%	7%	16%	7%	10%	17%	6%	3%	8%	11%	9%	8%	7%	12%
No chance at all	*%	1%	1%	1%		*%			*%	*%	1%	1%	*%	*%	1%	1%	1%	1%		1%	*%		*%	1%	1%
Not sure/Will wait to see	14%	17%	17%	22%	18%	10%	18%	15%	14%	14%	16%	16%	11%	16%	15%	12%	16%	17%	11%	13%	15%	13%	12%	15%	16%
Top2box	76%	73%	69%	72%	74%	81%	74%	75%	75%	77%	67%	77%	82%	67%	78%	78%	67%	76%	86%	78%	74%	77%	80%	77%	71%
Bottom2box	10%	10%	14%	6%	7%	10%	7%	9%	11%	8%	17%	7%	7%	17%	7%	10%	17%	6%	3%	9%	11%	9%	8%	8%	13%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Sample	1500	202	153	101	100	480	340	124	705	780	424	518	558	196	246	264	221	270	290	470	454	382	621	473	406

QS5.[Rebase to all respondents] And what odds would you give the Raptors of winning this series against Golden State?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
A very good chance – I expect them to win the series	13%	9%	13%	19%	11%	18%	8%	12%	14%	13%	8%	14%	16%	10%	15%	15%	6%	13%	17%	13%	12%	13%	15%	13%	11%
A decent chance, about 50/50	41%	45%	36%	41%	42%	47%	30%	43%	44%	38%	38%	39%	44%	40%	43%	48%	37%	35%	40%	36%	44%	47%	38%	41%	44%
Not much of a chance – it's going to be tough for them	6%	7%	9%	4%	5%	7%	4%	7%	8%	5%	11%	4%	5%	12%	5%	8%	11%	4%	2%	5%	8%	7%	5%	5%	10%
No chance at all	*%	*%	1%	1%		*%			*%	*%	*%	*%	*%	*%	*%	*%	1%	*%		1%	*%		*%	*%	1%
Not sure/Will wait to see	10%	13%	12%	18%	13%	8%	9%	11%	11%	9%	11%	11%	8%	12%	11%	9%	10%	11%	7%	9%	11%	10%	8%	10%	13%
Not going to pay attention at all	29%	26%	29%	17%	29%	19%	49%	27%	23%	35%	31%	31%	27%	26%	26%	19%	35%	36%	33%	36%	25%	23%	33%	31%	22%
Top2box	54%	54%	49%	60%	53%	65%	38%	55%	58%	50%	46%	53%	60%	50%	58%	63%	44%	49%	57%	50%	55%	60%	53%	53%	55%
Bottom2box	7%	7%	10%	5%	5%	8%	4%	7%	8%	5%	12%	5%	5%	12%	5%	8%	11%	4%	2%	6%	8%	7%	6%	5%	10%

QS6. And which of the following is closer to your point of view…

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
It's enough of an achievement that the Raptors have made the NBA finals, even if they don't win	76%	76%	67%	74%	84%	75%	78%	79%	69%	82%	74%	78%	75%	67%	71%	69%	80%	84%	80%	79%	77%	71%	77%	76%	73%
Making the NBA finals isn't enough, the real achievement for the Raptors is only in winning this final series	24%	24%	33%	26%	16%	25%	22%	21%	31%	18%	26%	22%	25%	33%	29%	31%	20%	16%	20%	21%	23%	29%	23%	24%	27%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Sample: Follow NHL	1089	142	118	78*	85*	353	238	87*	584	496	307	366	416	164	192	228	139	172	184	321	333	298	448	347	294

QS7. How much attention are you paying to the NHL hockey playoffs so far, since they began on April 10?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Following closely, watching as many games as I can	17%	17%	13%	18%	21%	16%	19%	28%	22%	12%	13%	17%	21%	17%	22%	26%	9%	11%	15%	18%	19%	18%	19%	14%	19%
Watching a bit, a few games here and there	28%	25%	30%	31%	24%	29%	28%	25%	31%	25%	29%	26%	30%	31%	27%	33%	27%	23%	25%	30%	26%	30%	27%	31%	27%
Not really watching, maybe following in the news a little	34%	30%	39%	36%	37%	30%	39%	33%	28%	41%	33%	36%	33%	30%	29%	26%	37%	44%	40%	37%	31%	32%	37%	34%	30%
Not paying attention at all	20%	27%	19%	15%	19%	24%	14%	14%	19%	22%	24%	22%	17%	22%	22%	14%	27%	21%	20%	15%	24%	20%	18%	20%	25%
Top2box	46%	43%	43%	49%	44%	45%	47%	53%	53%	37%	43%	42%	51%	49%	49%	59%	36%	34%	40%	48%	45%	48%	46%	46%	45%
Bottom2box	54%	57%	57%	51%	56%	55%	53%	47%	47%	63%	57%	58%	49%	51%	51%	41%	64%	66%	60%	52%	55%	52%	54%	54%	55%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Sample	1500	202	153	101	100	480	340	124	705	780	424	518	558	196	246	264	221	270	290	470	454	382	621	473	406

QS7.[Rebase to All respondents] how much attention are you paying to the NHL hockey playoffs so far, since they began on April 10?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Following closely, watching as many games as I can	13%	12%	10%	14%	18%	11%	13%	20%	18%	8%	10%	12%	16%	14%	17%	23%	6%	7%	10%	12%	14%	14%	14%	11%	13%
Watching a bit, a few games here and there	20%	18%	23%	24%	20%	22%	20%	17%	25%	16%	21%	18%	22%	26%	21%	29%	17%	15%	16%	21%	19%	23%	19%	23%	19%
Not really watching, maybe following in the news a little	25%	21%	29%	28%	32%	22%	27%	23%	23%	26%	24%	25%	24%	25%	23%	23%	24%	28%	26%	25%	23%	25%	26%	25%	22%
Not paying attention at all	15%	19%	14%	12%	16%	18%	10%	10%	16%	14%	17%	15%	12%	18%	17%	12%	17%	14%	13%	10%	18%	16%	13%	15%	18%
Not following hockey	27%	30%	24%	22%	15%	27%	30%	31%	17%	36%	27%	29%	25%	17%	22%	13%	37%	36%	36%	32%	27%	22%	28%	27%	27%
Top2box	33%	30%	33%	38%	38%	33%	33%	37%	44%	23%	31%	30%	38%	40%	39%	51%	23%	22%	25%	33%	33%	38%	33%	34%	33%
Bottom2box	40%	40%	44%	40%	47%	40%	37%	33%	39%	40%	42%	41%	37%	43%	39%	35%	41%	42%	38%	35%	40%	40%	39%	40%	40%

QS8. Did this affect the way that you have watched the playoffs after the first round?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Yes, watched a bit less than I would have	15%	13%	18%	9%	14%	18%	13%	13%	16%	14%	11%	17%	17%	16%	15%	18%	6%	19%	16%	15%	17%	17%	16%	14%	17%
Yes, watched way less hockey	27%	29%	26%	31%	30%	33%	18%	24%	28%	27%	22%	24%	32%	24%	25%	32%	22%	23%	33%	25%	28%	30%	25%	27%	30%
Yes, stopped watching entirely	18%	13%	25%	13%	33%	22%	13%	11%	17%	20%	22%	19%	15%	22%	17%	13%	22%	21%	17%	17%	17%	20%	20%	15%	20%
No, kept watching as much as I would have	25%	31%	23%	34%	22%	16%	34%	35%	27%	23%	27%	29%	21%	24%	33%	25%	31%	24%	17%	28%	25%	23%	25%	28%	23%
No, wouldn't have watched anyway	14%	15%	8%	14%	2%	12%	22%	17%	12%	16%	18%	12%	14%	15%	11%	11%	20%	13%	17%	16%	13%	11%	15%	17%	10%
Net: Yes	60%	55%	69%	52%	77%	72%	44%	48%	60%	60%	55%	59%	65%	61%	56%	64%	49%	63%	66%	57%	62%	66%	61%	55%	66%
Net: No	40%	45%	31%	48%	23%	28%	56%	52%	40%	40%	45%	41%	35%	39%	44%	36%	51%	37%	34%	43%	38%	34%	39%	45%	34%

QS8. [Rebase to all respondents] Did this affect the way that you have watched the playoffs after the first round?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Yes, watched a bit less than I would have	9%	7%	11%	6%	9%	10%	8%	8%	11%	7%	6%	9%	11%	10%	9%	13%	3%	10%	8%	9%	9%	10%	9%	8%	9%
Yes, watched way less hockey	16%	15%	16%	20%	21%	18%	11%	15%	19%	13%	12%	13%	20%	15%	15%	24%	10%	12%	17%	15%	16%	19%	15%	16%	16%
Yes, stopped watching entirely	10%	7%	15%	8%	23%	12%	8%	7%	11%	10%	12%	10%	9%	14%	10%	10%	10%	10%	9%	10%	10%	12%	12%	9%	11%
No, kept watching as much as I would have	15%	16%	14%	22%	15%	9%	20%	21%	18%	11%	15%	16%	13%	16%	20%	19%	15%	12%	8%	16%	14%	14%	15%	16%	13%
No, wouldn't have watched anyway	8%	7%	5%	10%	1%	7%	13%	10%	8%	8%	10%	7%	9%	10%	7%	8%	9%	7%	9%	9%	7%	7%	9%	10%	6%
Don't follow hockey/ Not paying attention to playoffs	42%	49%	38%	34%	30%	45%	40%	40%	33%	51%	45%	45%	38%	35%	39%	26%	54%	50%	49%	42%	44%	38%	41%	41%	46%
Net: Yes	35%	28%	43%	35%	53%	40%	26%	29%	41%	30%	30%	33%	40%	40%	34%	47%	23%	32%	34%	33%	35%	42%	36%	33%	36%
Net: No	23%	23%	19%	32%	16%	15%	34%	31%	27%	20%	25%	22%	22%	26%	27%	27%	24%	19%	17%	25%	21%	21%	23%	26%	18%

QS9.If you could only choose one series to watch, would you rather watch the NBA Finals or the Stanley Cup hockey finals?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Stanley Cup Final	38%	35%	44%	40%	47%	25%	55%	41%	42%	34%	35%	35%	42%	39%	38%	49%	32%	33%	37%	40%	38%	37%	41%	40%	30%
NBA Finals	33%	35%	28%	35%	27%	48%	14%	31%	36%	31%	40%	33%	29%	45%	35%	30%	35%	31%	29%	28%	35%	39%	28%	28%	47%
Neither	29%	30%	28%	25%	26%	28%	31%	28%	22%	35%	25%	32%	28%	16%	28%	21%	33%	36%	34%	32%	27%	24%	30%	31%	23%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Sample: Exclude those not paying attention	1059	150	108	85*	72*	390	175	91*	541	510	294	356	410	146	182	213	144	172	194	300	339	296	415	326	318

QS10. Based on what you may have seen, read or heard about Drake's presence at the games, in your own opinion, is he …

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Good luck for the Raptors	26%	35%	20%	19%	24%	27%	19%	28%	24%	28%	24%	25%	27%	23%	21%	26%	26%	29%	29%	28%	23%	27%	27%	20%	30%
Bad luck for the Raptors	6%	3%	6%	4%	2%	8%	6%	5%	7%	5%	9%	6%	4%	12%	6%	4%	5%	5%	5%	7%	7%	5%	5%	8%	5%
No impact either way	43%	44%	51%	52%	49%	44%	30%	52%	41%	46%	43%	43%	44%	36%	42%	42%	49%	44%	45%	39%	44%	44%	44%	46%	40%
I don't believe in luck	19%	13%	17%	9%	17%	18%	32%	13%	20%	18%	20%	21%	16%	24%	24%	14%	17%	18%	17%	18%	21%	19%	17%	20%	21%
I don't know who Drake is	6%	6%	7%	16%	8%	3%	12%	2%	8%	3%	4%	5%	9%	5%	6%	13%	3%	3%	4%	8%	5%	6%	7%	7%	4%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Sample	1500	202	153	101	100	480	340	124	705	780	424	518	558	196	246	264	221	270	290	470	454	382	621	473	406

QS10. [Rebase to all respondents] Based on what you may have seen, read or heard about Drake's presence at the games, in your own opinion, is he …

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<$50K	$50K-<$100K	$100K+	HS or Less	Coll/Tech	Univ+
Good luck for the Raptors	18%	26%	14%	15%	17%	22%	10%	20%	18%	18%	17%	17%	20%	17%	16%	21%	17%	18%	19%	18%	17%	21%	18%	14%	23%
Bad luck for the Raptors	4%	2%	4%	3%	2%	6%	3%	4%	5%	3%	6%	4%	3%	9%	5%	3%	3%	3%	3%	4%	5%	4%	3%	6%	4%
No impact either way	31%	33%	36%	44%	35%	35%	15%	38%	31%	30%	30%	30%	32%	27%	31%	34%	32%	28%	30%	25%	33%	34%	30%	31%	31%
I don't believe in luck	13%	9%	12%	8%	12%	15%	16%	9%	15%	12%	14%	15%	12%	18%	18%	12%	11%	12%	12%	11%	16%	15%	11%	14%	16%
I don't know who Drake is	4%	4%	5%	14%	6%	2%	6%	2%	6%	2%	3%	3%	6%	3%	4%	11%	2%	2%	2%	5%	4%	4%	5%	5%	4%
Don't follow NBA/Not going to pay attention	29%	26%	29%	17%	29%	19%	49%	27%	23%	35%	31%	31%	27%	26%	26%	19%	35%	36%	33%	36%	25%	23%	33%	31%	22%