

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size	1500	206	349	534	411	555	945	47*	141	442	871	188	1312	157	243	196	34*	400	230	871	280	314	465	441	594	906

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses 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	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
NHL- National Hockey League	37%	100%	100%			100%		64%	72%	49%	24%	70%	32%	66%	63%	42%	35%	64%	41%	24%	63%	51%	32%	16%	56%	24%
CFL- Canadian Football League	17%	40%	28%	11%	4%	33%	8%	50%	33%	25%	8%	37%	14%	30%	33%	27%	9%	32%	24%	8%	29%	31%	12%	4%	30%	8%
NFL- National Football League	16%	42%	27%	10%	3%	33%	7%	65%	45%	20%	7%	50%	12%	46%	33%	12%	9%	38%	12%	7%	39%	24%	8%	5%	31%	7%
MLB- Major League Baseball	18%	44%	28%	10%	8%	34%	9%	69%	52%	23%	7%	56%	13%	53%	34%	19%	17%	41%	18%	7%	43%	27%	11%	4%	35%	7%
NBA- National Basketball Association	13%	33%	18%	8%	3%	24%	6%	100%	100%			100%		74%	25%	4%	13%	44%	5%		54%	9%	1%	1%	30%	1%
MLS- Major League Soccer	7%	17%	13%	4%	2%	15%	3%	41%	19%	9%	3%	24%	5%	19%	16%	7%	7%	17%	7%	3%	15%	13%	5%	2%	14%	3%

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
NHL- National Hockey League	63%			100%	100%		100%	36%	28%	51%	76%	30%	68%	34%	37%	58%	65%	36%	59%	76%	37%	49%	68%	84%	44%	76%
CFL- Canadian Football League	83%	60%	72%	89%	96%	67%	92%	50%	67%	75%	92%	63%	86%	70%	67%	73%	91%	68%	76%	92%	71%	69%	88%	96%	70%	92%
NFL- National Football League	84%	58%	73%	90%	97%	67%	93%	35%	55%	80%	93%	50%	88%	54%	67%	88%	91%	62%	88%	93%	61%	76%	92%	95%	69%	93%
MLB- Major League Baseball	82%	56%	72%	90%	92%	66%	91%	31%	48%	77%	93%	44%	87%	47%	66%	81%	83%	59%	82%	93%	57%	73%	89%	96%	65%	93%
NBA- National Basketball Association	87%	67%	82%	92%	97%	76%	94%			100%	100%		100%	26%	75%	96%	87%	56%	95%	100%	46%	91%	99%	99%	70%	99%
MLS- Major League Soccer	93%	83%	87%	96%	98%	85%	97%	59%	81%	91%	97%	76%	95%	81%	84%	93%	93%	83%	93%	97%	85%	87%	95%	98%	86%	97%

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Very closely	14%	100%				37%		49%	32%	18%	7%	36%	11%	36%	25%	13%	10%	29%	13%	7%	33%	18%	8%	4%	25%	6%
Closely	23%		100%			63%		14%	41%	32%	17%	34%	22%	29%	38%	24%	24%	35%	29%	17%	30%	33%	23%	12%	32%	18%
Not very closely	36%			100%			57%	28%	22%	44%	34%	24%	37%	27%	33%	49%	54%	31%	50%	34%	32%	39%	43%	29%	35%	36%
I don't follow this sport at all	27%				100%		43%	9%	5%	7%	42%	6%	30%	7%	4%	8%	12%	5%	9%	42%	6%	11%	26%	55%	8%	40%
Top2box	37%	100%	100%			100%		64%	72%	49%	24%	70%	32%	66%	63%	42%	35%	64%	41%	24%	63%	51%	32%	16%	56%	24%
Bottom2box	63%			100%	100%	100%		36%	28%	51%	76%	30%	68%	34%	37%	58%	65%	36%	59%	76%	37%	49%	68%	84%	44%	76%

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Very closely	5%	16%	6%	3%	1%	10%	2%	28%	7%	7%	3%	12%	4%	13%	7%	8%	3%	9%	7%	3%	10%	8%	4%	1%	9%	3%
Closely	12%	24%	22%	8%	2%	23%	6%	21%	26%	19%	6%	25%	10%	18%	25%	19%	6%	22%	17%	6%	18%	24%	8%	3%	21%	6%
Not very closely	29%	37%	39%	34%	9%	38%	23%	29%	41%	41%	20%	38%	27%	39%	38%	58%	38%	43%	20%	39%	33%	33%	15%	36%	24%	
I don't follow this sport at all	54%	23%	33%	55%	88%	29%	69%	21%	26%	34%	71%	25%	59%	31%	29%	21%	33%	30%	33%	71%	32%	36%	55%	81%	34%	68%
Top2box	17%	40%	28%	11%	4%	33%	8%	50%	33%	25%	8%	37%	14%	30%	33%	27%	9%	32%	24%	8%	29%	31%	12%	4%	30%	8%
Bottom2box	83%	60%	72%	89%	96%	67%	92%	50%	67%	75%	92%	63%	86%	70%	67%	73%	91%	68%	76%	92%	71%	69%	88%	96%	70%	92%

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Very closely	6%	23%	8%	3%	1%	13%	2%	54%	14%	6%	2%	24%	4%	20%	14%	4%	6%	16%	4%	2%	17%	8%	3%	2%	12%	2%
Closely	10%	20%	19%	7%	2%	20%	5%	11%	31%	13%	5%	26%	8%	26%	20%	9%	3%	22%	8%	5%	22%	16%	5%	4%	19%	5%
Not very closely	27%	28%	37%	34%	8%	34%	23%	25%	38%	44%	17%	35%	26%	34%	40%	25%	54%	37%	47%	17%	36%	37%	28%	12%	37%	20%
I don't follow this sport at all	57%	29%	36%	56%	89%	34%	71%	10%	17%	37%	76%	15%	63%	20%	27%	42%	37%	24%	41%	76%	25%	39%	64%	82%	32%	73%
Top2box	16%	42%	27%	10%	3%	33%	7%	65%	45%	20%	7%	50%	12%	46%	33%	12%	9%	38%	12%	7%	39%	24%	8%	5%	31%	7%
Bottom2box	84%	58%	73%	90%	97%	67%	93%	35%	55%	80%	93%	50%	88%	54%	67%	88%	91%	62%	88%	93%	61%	76%	92%	95%	69%	93%

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Very closely	5%	13%	6%	2%	3%	9%	2%	32%	16%	5%	1%	20%	3%	17%	8%	4%	13%	11%	6%	1%	12%	7%	2%	2%	9%	2%
Closely	13%	31%	22%	8%	5%	25%	7%	37%	36%	19%	6%	36%	10%	37%	26%	14%	4%	30%	13%	6%	32%	20%	9%	2%	25%	6%
Not very closely	29%	33%	40%	39%	6%	37%	25%	14%	31%	55%	17%	27%	30%	34%	45%	58%	48%	41%	56%	17%	39%	45%	31%	11%	42%	21%
I don't follow this sport at all	52%	23%	32%	52%	86%	28%	66%	16%	17%	22%	76%	17%	58%	12%	21%	24%	35%	18%	25%	76%	18%	28%	58%	86%	23%	72%
Top2box	18%	44%	28%	10%	8%	34%	9%	69%	52%	23%	7%	56%	13%	53%	34%	19%	17%	41%	18%	7%	43%	27%	11%	4%	35%	7%
Bottom2box	82%	56%	72%	90%	92%	66%	91%	31%	48%	77%	93%	44%	87%	47%	66%	81%	83%	59%	82%	93%	57%	73%	89%	96%	65%	93%

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Very closely	3%	11%	2%	2%	1%	5%	2%	100%				25%		23%	2%	1%	9%	10%	2%		13%	2%	1%	7%	1%	
Closely	9%	22%	17%	6%	2%	18%	4%		100%			75%		51%	22%	3%	4%	34%	3%		41%	7%	1%	1%	23%	1%
Not very closely	29%	38%	40%	36%	7%	39%	24%			100%			34%	26%	75%	96%	87%	56%	95%		42%	63%	24%	3%	53%	14%
I don't follow this sport at all	58%	29%	41%	55%	90%	37%	70%				100%		66%						100%		4%	28%	75%	96%	16%	85%
Top2box	13%	33%	18%	8%	3%	24%	6%	100%	100%			100%		74%	25%	4%	13%	44%	5%		54%	9%	1%	1%	30%	1%
Bottom2box	87%	67%	82%	92%	97%	76%	94%			100%	100%		100%	26%	75%	96%	87%	56%	95%	100%	46%	91%	99%	99%	70%	99%

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Very closely	2%	8%	2%	1%	1%	4%	1%	23%	3%	2%	1%	8%	1%	6%	6%	1%	3%	6%	1%	1%	4%	5%	1%	1%	4%	1%
Closely	5%	9%	11%	3%	1%	10%	2%	17%	15%	7%	2%	16%	4%	13%	10%	6%	5%	12%	6%	2%	11%	7%	4%	1%	9%	3%
Not very closely	21%	36%	27%	22%	8%	31%	16%	28%	47%	35%	10%	42%	18%	38%	38%	32%	56%	38%	36%	10%	40%	32%	16%	8%	36%	12%
I don't follow this sport at all	71%	46%	60%	74%	90%	55%	81%	31%	34%	56%	88%	33%	77%	43%	46%	31%	37%	45%	57%	88%	45%	56%	80%	90%	51%	85%
Top2box	7%	17%	13%	4%	2%	15%	3%	41%	19%	9%	3%	24%	5%	19%	16%	7%	7%	17%	7%	3%	15%	13%	5%	2%	14%	3%
Bottom2box	93%	83%	87%	96%	98%	85%	97%	59%	81%	91%	97%	76%	95%	81%	84%	93%	93%	83%	93%	97%	85%	87%	95%	98%	86%	97%

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size: Follows NBA	629	146	204	238	41*	350	280	47*	141	442	-	188	442	157	243	196	34*	400	230	-	269	228	116	17*	497	133

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	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Following closely, watching as many games as I can	25%	39%	23%	18%	26%	30%	19%	76%	57%	9%		62%	9%	100%				39%			57%	1%	1%		31%	1%
Watching a bit, a few games here and there	39%	41%	45%	34%	25%	43%	32%	13%	38%	41%		32%	41%		100%			61%			40%	56%	6%		47%	6%
Not really watching, but following in the news a little	31%	18%	28%	41%	39%	24%	40%	4%	4%	43%		4%	43%			100%		85%			3%	41%	80%	11%	20%	72%
Not paying attention at all	5%	2%	4%	8%	10%	3%	8%	7%	1%	7%		2%	7%				100%		15%			2%	12%	89%	1%	22%
Top2box	64%	80%	68%	52%	51%	73%	52%	90%	95%	51%		94%	51%	100%	100%			100%			97%	57%	7%		79%	7%
Bottom2box	36%	20%	32%	48%	49%	27%	48%	10%	5%	49%		6%	49%					100%			3%	43%	93%	100%	21%	93%

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size	1500	206	349	534	411	555	945	47*	141	442	871	188	1312	157	243	196	34*	400	230	871	280	314	465	441	594	906

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	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Following closely, watching as many games as I can	10%	28%	13%	8%	3%	19%	6%	76%	57%	9%		62%	3%	100%				39%			55%	1%	1%		26%	1%
Watching a bit, a few games here and there	16%	29%	26%	15%	3%	27%	10%	13%	38%	41%		32%	14%		100%			61%			38%	41%	2%		40%	1%
Not really watching, but following in the news a little	13%	12%	16%	18%	4%	15%	12%	4%	4%	43%		4%	14%			100%		85%			3%	29%	20%	1%	17%	11%
Not paying attention at all	2%	2%	2%	3%	1%	2%	2%	7%	1%	7%		2%	2%				100%		15%			2%	3%	3%	1%	3%
Do not follow NBA	58%	29%	41%	55%	90%	37%	70%				100%	66%						100%			4%	28%	75%	96%	16%	85%
Top2box	27%	57%	40%	23%	5%	46%	15%	90%	95%	51%		94%	17%	100%	100%			100%			93%	41%	2%		66%	1%
Bottom2box	15%	14%	19%	22%	5%	17%	14%	10%	5%	49%		6%	17%					100%			3%	31%	23%	4%	18%	14%

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Will be following closely, watching every game	19%	45%	24%	17%	4%	32%	11%	76%	81%	27%	1%	80%	10%	97%	44%	4%		65%	4%	1%	100%				47%	
Will be watching a bit, here and there	21%	27%	30%	23%	8%	29%	16%	16%	16%	45%	10%	16%	22%	2%	53%	47%	15%	33%	42%	10%		100%			53%	
Won't really watch, but will follow in the news a little	31%	19%	31%	37%	29%	26%	34%	1%	2%	26%	40%	2%	35%	1%	3%	48%	42%	2%	47%	40%			100%		51%	
Not going to pay attention at all	29%	9%	15%	24%	59%	13%	39%	7%	1%	3%	49%	2%	33%			1%	43%		7%	49%				100%	49%	
Top2box	40%	72%	54%	39%	12%	60%	27%	92%	97%	72%	11%	96%	32%	99%	97%	51%	15%	98%	46%	11%	100%	100%		100%	100%	
Bottom2box	60%	28%	46%	61%	88%	40%	73%	8%	3%	28%	89%	4%	68%	1%	3%	49%	85%	2%	54%	89%			100%	100%	100%	

Q54. If you had to pick just one, would you say you consider the Raptors to be...

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals							
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box	
Canada's team	47%	57%	53%	44%	39%	55%	42%	59%	76%	54%	38%	44%	72%	43%	71%	63%	48%	47%	66%	47%	38%	71%	55%	41%	31%	63%	36%
Ontario's team	8%	8%	8%	9%	8%	8%	9%	14%	4%	7%	9%	7%	9%	7%	7%	7%	6%	15%	7%	7%	5%	7%	10%	10%	6%	10%	
Toronto's team	45%	36%	38%	47%	53%	37%	49%	27%	19%	39%	53%	21%	48%	22%	30%	46%	38%	27%	45%	53%	24%	37%	49%	60%	31%	54%	

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size: Exclude not paying attention	1059	187	295	408	169	482	577	43*	140	429	446	184	875	157	243	194	19*	400	213	446	280	314	465	-	594	465

Q55. And what odds would you give the Raptors of winning this series against Golden State?

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
A very good chance – I expect them to win the series	18%	27%	21%	15%	12%	23%	14%	42%	25%	21%	11%	29%	16%	33%	23%	18%	22%	27%	18%	11%	31%	21%	9%		26%	9%
A decent chance, about 50/50	58%	64%	59%	58%	48%	61%	55%	46%	62%	64%	51%	58%	58%	60%	65%	62%	57%	63%	62%	51%	59%	65%	52%		62%	52%
Not much of a chance – it's going to be tough for them	9%	4%	10%	11%	8%	8%	10%	12%	10%	8%	10%	11%	9%	7%	9%	10%	8%	8%	9%	10%	8%	7%	11%		8%	11%
No chance at all	*%		1%	1%	1%	*%	1%		1%	*%	1%	1%	*%			1%		*%	1%	1%	*%	*%	1%		*%	1%
Not sure/Will wait to see	14%	5%	9%	15%	31%	8%	20%		2%	6%	27%	1%	17%		3%	10%	14%	2%	10%	27%	2%	6%	27%		4%	27%
Top2box	76%	91%	80%	73%	60%	84%	69%	88%	87%	86%	62%	87%	74%	93%	87%	80%	78%	90%	80%	62%	90%	86%	61%		88%	61%
Bottom2box	10%	4%	10%	12%	9%	8%	11%	12%	11%	8%	10%	11%	9%	7%	10%	10%	8%	9%	10%	10%	8%	8%	12%		8%	12%

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size	1500	206	349	534	411	555	945	47*	141	442	871	188	1312	157	243	196	34*	400	230	871	280	314	465	441	594	906

Q55.[Rebase to all respondents] And what odds would you give the Raptors of winning this series against Golden State?

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
A very good chance – I expect them to win the series	13%	24%	18%	12%	5%	20%	9%	39%	25%	21%	6%	28%	11%	33%	23%	17%	12%	27%	17%	6%	31%	21%	9%		26%	5%
A decent chance, about 50/50	41%	58%	50%	44%	20%	53%	34%	43%	62%	63%	26%	57%	38%	60%	65%	62%	32%	63%	57%	26%	59%	65%	52%		62%	27%
Not much of a chance – it's going to be tough for them	6%	4%	8%	9%	3%	7%	6%	12%	10%	8%	5%	10%	6%	7%	9%	9%	4%	8%	9%	5%	8%	7%	11%		8%	6%
No chance at all	*%		*%	*%	*%	*%	*%		1%	*%	*%	1%	*%			1%		*%	1%	*%	*%	*%	1%		*%	*%
Not sure/Will wait to see	10%	4%	8%	12%	13%	7%	12%		2%	6%	14%	1%	11%		3%	10%	8%	2%	9%	14%	2%	6%	27%		4%	14%
Not going to pay attention at all	29%	9%	15%	24%	59%	13%	39%	7%	1%	3%	49%	2%	33%			1%	43%		7%	49%				100%		49%
Top2box	54%	83%	68%	56%	25%	73%	42%	82%	87%	83%	32%	85%	49%	93%	87%	79%	45%	90%	74%	32%	90%	86%	61%		88%	31%
Bottom2box	7%	4%	9%	9%	4%	7%	7%	12%	11%	8%	5%	11%	6%	7%	10%	10%	4%	9%	9%	5%	8%	8%	12%		8%	6%

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
It's enough of an achievement that the Raptors have made the NBA finals, even if they don't win	76%	67%	71%	77%	81%	70%	79%	66%	68%	76%	77%	68%	77%	68%	75%	77%	65%	72%	75%	77%	72%	77%	79%	74%	75%	76%
Making the NBA finals isn't enough, the real achievement for the Raptors is only in winning this final series	24%	33%	29%	23%	19%	30%	21%	34%	32%	24%	23%	32%	23%	25%	23%	35%	28%	25%	23%	28%	23%	21%	26%	25%	24%	

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size: Follow NHL	1089	206	349	534	-	555	534	42	134	412	501	177	913	146	232	179	30	379	210	501	265	281	344	199	546	543

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

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Following closely, watching as many games as I can	17%	63%	16%	1%		33%	1%	38%	29%	17%	13%	31%	15%	33%	24%	11%	4%	27%	10%	13%	29%	19%	11%	11%	24%	11%
Watching a bit, a few games here and there	28%	28%	47%	16%		40%	16%	20%	34%	32%	24%	31%	28%	29%	39%	24%	32%	35%	25%	24%	32%	36%	25%	16%	34%	22%
Not really watching, maybe following in the news a little	34%	6%	29%	48%		20%	48%	24%	26%	29%	41%	26%	36%	20%	22%	41%	33%	21%	40%	41%	22%	30%	41%	43%	27%	42%
Not paying attention at all	20%	3%	8%	35%		6%	35%	18%	11%	23%	21%	13%	22%	19%	15%	24%	32%	16%	25%	21%	17%	15%	23%	30%	16%	25%
Top2box	46%	91%	63%	17%		73%	17%	58%	63%	48%	38%	62%	42%	61%	63%	34%	36%	62%	34%	38%	61%	55%	37%	27%	58%	33%
Bottom2box	54%	9%	37%	83%		27%	83%	42%	37%	52%	62%	38%	58%	39%	37%	66%	64%	38%	66%	62%	39%	45%	63%	73%	42%	67%

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size	1500	206	349	534	411	555	945	47	141	442	871	188	1312	157	243	196	34	400	230	871	280	314	465	441	594	906

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	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Following closely, watching as many games as I can	13%	63%	16%	1%		33%	1%	35%	27%	16%	8%	29%	10%	30%	23%	10%	3%	26%	9%	8%	27%	17%	8%	5%	22%	7%
Watching a bit, a few games here and there	20%	28%	47%	16%		40%	9%	18%	33%	29%	14%	29%	19%	27%	37%	22%	28%	33%	23%	14%	31%	32%	19%	7%	31%	13%
Not really watching, maybe following in the news a little	25%	6%	29%	48%		20%	27%	21%	25%	27%	24%	24%	25%	19%	21%	38%	29%	20%	37%	24%	21%	27%	30%	19%	24%	25%
Not paying attention at all	15%	3%	8%	35%		6%	20%	17%	10%	21%	12%	12%	15%	17%	15%	22%	28%	16%	23%	12%	16%	13%	17%	13%	14%	15%
Not following hockey	27%				100%		43%	9%	5%	7%	42%	6%	30%	7%	4%	8%	12%	5%	9%	42%	6%	11%	26%	55%	8%	40%
Top2box	33%	91%	63%	17%		73%	9%	53%	60%	45%	22%	58%	29%	57%	60%	31%	31%	59%	31%	22%	58%	49%	27%	12%	53%	20%
Bottom2box	40%	9%	37%	83%		27%	47%	38%	35%	48%	36%	36%	40%	36%	36%	60%	57%	36%	60%	36%	37%	40%	47%	33%	39%	40%

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size: Exclude not paying attention to NHL playoffs	867	199	321	346	-	521	346	35	120	318	394	154	713	119	197	136	20*	316	157	394	221	240	267	140	460	407

Q58. Did this affect the way that you have watched the playoffs after the first round?

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Yes, watched a bit less than I would have	15%	28%	17%	6%		21%	6%	26%	20%	19%	10%	22%	14%	23%	24%	13%	11%	23%	13%	10%	23%	16%	11%	10%	19%	11%
Yes, watched way less hockey	27%	27%	37%	18%		33%	18%	26%	36%	32%	20%	34%	25%	35%	37%	25%	25%	36%	25%	20%	36%	34%	21%	12%	35%	18%
Yes, stopped watching entirely	18%	8%	17%	25%		14%	25%	15%	18%	14%	22%	17%	18%	14%	13%	20%	7%	13%	18%	22%	14%	17%	25%	14%	15%	21%
No, kept watching as much as I would have	25%	34%	25%	21%		28%	21%	20%	23%	23%	28%	22%	26%	24%	21%	24%	26%	22%	24%	28%	22%	24%	23%	36%	23%	27%
No, wouldn't have watched anyway	14%	3%	4%	30%		4%	30%	13%	3%	12%	20%	5%	16%	5%	5%	18%	31%	5%	19%	20%	5%	9%	20%	27%	7%	22%
Net: Yes	60%	64%	71%	49%		68%	49%	67%	74%	65%	52%	73%	58%	72%	74%	67%	43%	73%	57%	52%	72%	67%	57%	36%	70%	50%
Net: No	40%	36%	29%	51%		32%	51%	33%	26%	35%	48%	27%	42%	28%	26%	41%	57%	27%	43%	48%	28%	33%	43%	64%	30%	50%

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size	1500	206	349	534	411	555	945	47*	141	442	871	188	1312	157	243	196	34*	400	230	871	280	314	465	441	594	906

Q58. [Rebase to all respondents] Did this affect the way that you have watched the playoffs after the first round?

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Yes, watched a bit less than I would have	9%	27%	16%	4%		20%	2%	20%	17%	14%	4%	18%	8%	17%	19%	9%	6%	19%	9%	4%	18%	13%	6%	3%	15%	5%
Yes, watched way less hockey	16%	26%	34%	12%		31%	7%	19%	31%	23%	9%	28%	14%	27%	30%	18%	15%	29%	17%	9%	28%	26%	12%	4%	27%	8%
Yes, stopped watching entirely	10%	8%	16%	16%		13%	9%	11%	15%	10%	10%	14%	10%	11%	11%	14%	4%	11%	12%	10%	11%	13%	14%	4%	12%	10%
No, kept watching as much as I would have	15%	32%	23%	13%		26%	8%	15%	19%	17%	13%	18%	14%	18%	17%	17%	16%	17%	16%	13%	17%	19%	13%	12%	18%	12%
No, wouldn't have watched anyway	8%	3%	4%	20%		3%	11%	10%	3%	9%	9%	4%	9%	3%	4%	12%	19%	4%	13%	9%	4%	7%	11%	9%	6%	10%
Don't follow hockey/ Not paying attention to playoffs	42%	3%	8%	35%	100%	6%	63%	25%	15%	28%	55%	18%	46%	24%	19%	30%	40%	21%	32%	55%	21%	24%	43%	68%	23%	55%
Net: Yes	35%	61%	66%	32%		64%	18%	50%	63%	47%	23%	60%	31%	54%	60%	41%	26%	58%	39%	23%	57%	51%	33%	11%	54%	22%
Net: No	23%	35%	27%	33%		30%	19%	25%	22%	25%	22%	23%	23%	21%	21%	29%	34%	21%	30%	22%	22%	25%	25%	20%	24%	22%

Q59. If you could only choose one series to watch, would you rather watch the NBA Finals or the Stanley Cup hockey finals?

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Stanley Cup Final	38%	56%	54%	37%	15%	55%	28%	17%	17%	33%	45%	17%	41%	13%	33%	32%	38%	25%	33%	45%	16%	40%	47%	41%	29%	44%
NBA Finals	33%	39%	38%	40%	18%	38%	31%	77%	81%	57%	12%	80%	27%	87%	61%	55%	27%	71%	51%	12%	84%	49%	21%	4%	65%	12%
Neither	29%	5%	8%	23%	66%	7%	42%	6%	2%	10%	44%	3%	32%		6%	13%	36%	4%	16%	44%		11%	32%	56%	6%	44%

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size: Exclude not paying attention	1059	187	295	408	169	482	577	43	140	429	446	184	875	157	243	194	19	400	213	446	280	314	465	-	594	465

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	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Good luck for the Raptors	26%	34%	26%	23%	22%	29%	23%	53%	35%	26%	20%	39%	23%	39%	28%	24%	38%	33%	25%	20%	36%	28%	18%		32%	18%
Bad luck for the Raptors	6%	8%	7%	6%	1%	8%	5%	10%	11%	6%	4%	10%	5%	4%	10%	7%	7%	8%	7%	4%	7%	6%	5%		7%	5%
No impact either way	43%	40%	43%	45%	43%	42%	45%	20%	41%	47%	43%	36%	45%	41%	45%	46%	35%	43%	45%	43%	40%	49%	41%		45%	41%
I don't believe in luck	19%	15%	16%	19%	27%	16%	21%	15%	12%	17%	23%	13%	20%	15%	14%	19%	20%	14%	19%	23%	16%	12%	25%		14%	25%
I don't know who Drake is	6%	3%	7%	6%	7%	6%	6%	2%	1%	3%	11%	2%	7%	1%	3%	5%		2%	4%	11%	1%	4%	10%		3%	10%

	Total	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Sample Size	1500	206	349	534	411	555	945	47	141	442	871	188	1312	157	243	196	34	400	230	871	280	314	465	441	594	906

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	Follow NHL						Follow NBA						Follow NBA Playoffs						Following NBA Finals						
		Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Very closely	Closely	Not very closely	Don't follow	Top2box	Bottom2box	Following closely	Watching a bit	Not really watching	Not paying attention	Top2box	Bottom2box	Do not follow NBA	Will be following closely	Will be watching a bit	Won't really watch	Not going to pay attention	Top2box	Bottom2box
Good luck for the Raptors	18%	30%	22%	18%	9%	25%	14%	49%	35%	25%	10%	38%	15%	39%	28%	23%	22%	33%	23%	10%	36%	28%	18%		32%	9%
Bad luck for the Raptors	4%	7%	6%	5%	1%	7%	3%	10%	10%	6%	2%	10%	3%	4%	10%	7%	4%	8%	6%	2%	7%	6%	5%		7%	3%
No impact either way	31%	36%	37%	35%	18%	36%	27%	18%	41%	46%	22%	35%	30%	41%	45%	45%	20%	43%	42%	22%	40%	49%	41%		45%	21%
I don't believe in luck	13%	14%	14%	14%	11%	14%	13%	14%	12%	17%	12%	12%	13%	15%	14%	19%	11%	14%	18%	12%	16%	12%	25%		14%	13%
I don't know who Drake is	4%	3%	6%	5%	3%	5%	4%	2%	1%	3%	5%	2%	5%	1%	3%	5%		2%	4%	5%	1%	4%	10%		3%	5%
Don't follow NBA/Not going to pay attention	29%	9%	15%	24%	59%	13%	39%	7%	1%	3%	49%	2%	33%			1%	43%		7%	49%				100%		49%