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**GLOBEANDMAIL**

A Report To
The Globe and Mail

**Canadian Sports Fans:
Views on the State of
Canadian Football**

November 23, 2007

Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present this summary of results for a recently completed survey for The Globe and Mail.
- ◆ The survey was conducted **online** among the following:
 - National Canada
 - English and French Canada interviewing
 - Age 18+
 - Natural fall out for gender
 - All respondent are “professional sports fans”
- ◆ Data was collected between Monday November 19th and Wednesday November 21st, 2007
- ◆ Note when reading the data: not all columns will add to %100 due to rounding.

Key Findings

Overall

- ◆ This survey on the state of Canadian football suggests that the CFL remains a key part of Canadian society, particularly in Western Canada.
- ◆ The CFL is an intrinsic element of Canadian society and culture. The emotional attachment to the league that is evident across Canada (including Quebec) suggests that it remains one of the important unifying elements of Canadian society. It is clear that the overwhelming majority of Canadian sport fans do not wish to see the CFL disappear into the history books.
- ◆ Nevertheless, the CFL continues to face stiff challenges from the marketing powerhouse that is the NFL. The NFL has clearly gained a superior position in the single largest market in Canada, Ontario, where NFL football is clearly viewed as the preferred experience: some 65% of Ontario sports fans tend to be oriented toward NFL football. The NFL has gained this significant presence in Ontario because it is perceived to be a superior product. In Ontario (and to an even greater extent, Toronto) the NFL is judged by sports fans to be superior in a number of respects:
 - Great quarterbacks
 - Exciting game
 - Entertaining, more knowledgeable, and high quality TV commentators
 - Better merchandise, memorabilia, and souvenirs
 - Sustained interest throughout the game
 - High quality football experience

Overall (cont'd)

- ◆ Having said this, CFL continues to hold a significant footprint in the Ontario sport fans market – 51% are oriented toward the CFL. But, to put this into context, 74% of Western sports fans are focused on the CFL.
- ◆ Another key emerging threat facing the CFL is the affinity that younger people have for NFL football. Younger sports fans find NFL football to be more attractive than the CFL version.
- ◆ These challenges are manifesting themselves in higher levels of receptivity among sports fans toward the placement of an NFL franchise in the Toronto market. A majority of Ontarians and Quebecers see an NFL franchise as being a positive development. By contrast, Western Canadian sports fans are much less likely to see this event as positive. There is a broad consensus across Canada that an NFL franchise would have a negative impact on the CFL.
- ◆ These results also imply that as the broadcast coverage rights moves from CBC to TSN, there is a need to re-think about how the CFL is covered on television. Clearly, the NFL television coverage is perceived to be superior.

Canadian sport fans have strong emotional ties to the CFL -- it is an important element of Canadian society

- ◆ Canadian sports fans have strong allegiances to the CFL – in many ways, it remains a unifying institution that brings Canadians together:
 - 80% (51% strongly) believe that it is important for the CFL to survive.
 - 79% (50% strongly) think that as a Canadian it is important for the CFL to exist
- ◆ It is worth noting that these sentiments are evident across the country including Quebec, where the support for the CFL remains strong both in Montreal as well as in the rest of the province. These positive feelings about the CFL are strongly held by all age groups – however, Canadians under 24 years of age are slightly less positive about the CFL.
- ◆ Moreover, most Canadian sports fans also strongly reject the idea that they wouldn't care if the CFL closed down – only 9% agree. Again, this perspective is strongly rejected across the country, including Quebec and Ontario.
- ◆ In addition, about two-thirds of sports fans feel that the CFL provides a great alternative to NFL football.
- ◆ Most sports fans (60%) feel that the CFL has a bright future, and only 10% disagree. Just less one-third (28%) are unsure.
- ◆ However, less than one-third (29%) say that they would change their behaviour and watch more CFL football if they thought the league might be in danger of closing down. About 38% are not sure whether it would affect their behaviour, while one-third disagree saying that the prospect of the CFL closing down would change their behaviour.

Overall, Canadian sports fan are divided as to whether they prefer CFL to NFL football – however significant regional differences are evident

- ◆ Over one-third (36%) prefer CFL football; 34% prefer NFL football; and 30% like both equally.
- ◆ Sharp regional differences exist: Western Canadian sports fans (51%) prefer CFL football, while only one-quarter prefer the NFL. In Ontario (particularly in Toronto), 40% prefer the NFL game, while 31% prefer the CFL.
- ◆ Only relatively small segments of sports fans watch the CFL (11%) or the NFL (7%) on an exclusive basis. Some 21% primarily watch the CFL, but sometimes view NFL football. A similar proportion (21%) primarily watch the NFL, but also tune into CFL games. Again, CFL viewership is much more pronounced among Western sports fans, while Ontarians tend to be more likely to tune into NFL games.

Preferences among Canadian sport fans overall concerning the relative merits of NFL and CFL television broadcasts are evenly divided, but again substantial regional differences exist

- ◆ Just over half (51%) prefer NFL broadcasts, while 49% prefer CFL broadcasts. These broadcast preferences mirror league preferences.
- ◆ In the West, a clear majority (59%) prefer the CFL television experience, while a similar proportion of Ontarians (58%) prefer the NFL broadcast experience.
- ◆ Younger age groups (under 24 years old – 68%, 35 to 54 years old – 57%) are more likely to prefer NFL broadcasts, while those over the age 55 are more likely to prefer CFL broadcasts (59%).

The NFL enjoys a number of significant image advantages over the CFL

- ◆ The NFL is viewed (particularly by Ontario and Toronto sports fans) to have a number of key advantages over the CFL. Even Western Canadian sports fans acknowledge that the NFL performs better on these considerations:
 - Features ‘top’ athletes
 - Great quarterbacks
 - Entertaining TV commentators
 - High quality TV commentators
 - Great merchandise, souvenirs, and memorabilia

- ◆ The CFL is preferred on two attributes:
 - High scoring
 - Giving back to the community

- ◆ Overall, these findings suggest that Canadian sport fans believe that the NFL represents a modestly better football experience.

Placing a NFL franchise in Toronto is perceived to be a positive development by a plurality of sports fans, but a broad consensus exists that this would hurt the CFL

- ◆ About 45% say that locating an NFL franchise in Toronto would be a positive development, while only 23% feel that it would be a negative development. However, there are significant regional differences:
 - Ontario (54%) and Quebec (54%) sport fans are much more positive toward the location of a NFL franchise in Toronto. Toronto residents (58%) are the most positive.
 - Not surprisingly, residents of Western Canada are much more inclined to think that an NFL franchise in Toronto would be a negative development.
- ◆ There is a widely held belief that having an NFL franchise in Toronto would likely damage the CFL: some two-thirds (64%) say that an NFL franchise in Toronto would have a negative impact on the CFL. This view is widely shared by most Canadians including Toronto residents (70%). Quebec sports fans (51%) are less likely to think that this would be negative for the CFL.
- ◆ Over one-quarter (27%) say that they would likely watch more NFL football if a franchise was located in Toronto. Not surprisingly, the biggest impact would be in the Ontario market (35%), particularly in Toronto (40%).

Detailed Tables

More than half of fans have watched both league's games.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
I have watched at least one CFL and NFL game in the past year	55	59	54	55	59	54	45	57	67	52	59
I have watched at least one CFL game, but not an NFL game in the past year	20	28	20	15	14	13	43	5	9	33	5
I have watched at least one NFL game, but not a CFL game in the past year	11	5	7	17	15	18	1	26	6	1	22
I have not watched either CFL or NFL games in the past year	14	8	18	14	13	15	11	13	19	14	14

Q. In the past year, have you watched in person or on TV at least one CFL game, an NFL game, have watched both or haven't watched either in the past year?
 Base: Total sample

Most sport fans have yet to visit a football league website.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
NFL.com	25	24	18	30	32	30	8	48	20	9	43
CFL.ca	19	29	16	15	16	14	26	12	19	24	15
I have not accessed CFL.ca or NFL.com in the past year	65	58	73	65	61	65	72	51	73	74	55

Q. In the past year, have you accessed CFL.ca or NFL.com?

Base: Total sample

There is parity between the NFL and CFL on league preference.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
I prefer CFL football	36	51	31	31	30	30	100	-	-	68	1
I prefer NFL football	34	24	34	40	43	41	-	100	-	2	69
I like both equally	30	25	35	29	28	29	-	-	100	30	30

Q. If you had to choose between CFL and NFL football, would you say that you prefer CFL or NFL football, or do you like both equally?

Base: Total sample

The CFL enjoys a slight advantage on preferred TV viewership.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
The CFL game	53	66	50	45	43	44	99	2	53	100	-
The NFL game	47	34	50	55	58	56	1	98	47	-	100

Q. If there was a CFL and NFL football game on tv at the same time, which would you be more likely to watch?

Base: Total sample

CFL enjoys a slight advantage on TV viewership over the NFL.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
NFL OVERALL	55	49	48	65	66	65	19	87	64	29	83
NFL Dominant Viewer	21	16	18	27	30	27	1	51	12	1	42
NFL Exclusive Viewer	7	3	9	9	9	10	1	20	1	<1	15
Dual Viewer	27	30	21	29	27	28	17	16	51	28	26
CFL OVERALL	59	74	58	51	49	47	87	18	69	85	29
CFL Dominant Viewer	21	30	24	14	16	14	42	2	17	37	3
CFL Exclusive Viewer	11	14	13	8	6	5	28	-	1	20	-
Dual Viewer	27	30	21	29	27	28	17	16	51	28	26
I don't watch either	14	7	16	14	13	16	12	11	19	13	14

Q. Which **one** of the following statements best describes your football viewing habits?

Base: Total sample

Note: **"NFL/CFL Exclusive"** Viewers are those who will only watch NFL/CFL football games and will not watch CFL/NFL games

"NFL/CFL Dominant" Viewers are those who usually watch NFL/CFL football games but will watch CFL/NFL games as well

"Dual Viewers" are those who watch CFL or NFL football games (these individuals have been included in the NFL Overall and CFL Overall totals

"NFL/CFL Overall" includes NFL/CFL Dominant and Exclusive viewers and those who "will watch CFL or NFL football games"

Note: Columns will not add to 100% as "Dual Users" are included in both NFL and CFL Overall totals

Fans are evenly split on their preferred football TV broadcasts.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
I prefer watching NFL TV broadcasts	51	41	50	58	61	60	6	96	56	12	95
I prefer watching CFL TV broadcasts	49	59	50	42	39	40	94	5	44	88	5

Q. If you had to choose between CFL tv broadcasts or NFL tv broadcasts, would you say that you prefer watching CFL tv broadcasts or NFL tv broadcasts?

Base: Total sample

NFL is perceived to have the 'top' athletes.

Statement applies to...	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
Is exciting											
CFL	20	27	16	19	18	20	49	1	7	36	2
NFL	20	11	21	25	27	26	1	50	9	2	40
Both	60	62	64	56	55	55	50	49	84	62	58
Consistently features competitive match ups											
CFL	21	30	20	19	18	18	43	5	13	34	7
NFL	23	17	21	28	30	29	4	48	17	7	41
Both	56	53	59	53	52	53	53	46	70	59	53
Has a good reputation											
CFL	19	26	17	16	14	15	38	6	10	30	7
NFL	23	13	27	29	34	31	7	46	17	8	40
Both	58	61	57	56	52	55	55	48	73	63	53
Features the top athletes in their sport											
CFL	9	11	11	8	7	8	22	2	3	16	2
NFL	43	37	47	44	45	45	23	71	35	26	62
Both	48	52	42	48	48	47	56	27	63	59	37

Q. For each of the following statements, do you think that the statement **applies more** to the CFL, to the NFL, or to both equally?

Base: Total sample

NFL is viewed to have better quarterbacks and a brighter future.

Statement applies to...	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
Has great quarterbacks											
CFL	11	16	11	9	7	8	26	2	4	19	2
NFL	35	27	42	38	40	38	14	63	28	16	55
Both	54	57	47	54	53	54	60	36	68	64	43
Is entertaining											
CFL	18	25	15	17	16	17	43	1	7	33	2
NFL	17	13	17	19	22	21	2	43	7	2	34
Both	65	63	68	63	61	63	55	56	86	65	64
Has a bright future											
CFL	15	18	18	12	11	11	31	4	8	24	5
NFL	33	24	32	42	44	44	12	62	27	13	55
Both	52	58	51	46	45	45	57	34	65	62	40
Is fun to watch											
CFL	22	28	20	20	18	19	53	2	6	39	2
NFL	18	10	20	22	22	22	1	45	7	1	36
Both	61	62	61	58	60	60	45	53	87	60	62

Q. For each of the following statements, do you think that the statement **applies more** to the CFL, to the NFL, or to both equally?

Base: Total sample

CFL is seen as being higher scoring, yet the NFL has entertaining TV commentators.

<i>Statement applies to...</i>	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
Is high scoring											
CFL	28	37	23	26	26	24	44	16	23	37	18
NFL	21	15	26	23	26	26	12	36	16	13	31
Both	51	48	51	51	48	51	44	49	61	50	51
Gives back to communities											
CFL	27	31	31	24	22	23	45	14	20	39	14
NFL	9	5	10	11	14	12	2	20	5	2	17
Both	64	64	59	65	64	65	53	66	75	60	69
Features entertaining TV commentators											
CFL	15	18	17	13	13	12	35	2	5	26	2
NFL	31	29	21	39	40	40	9	59	28	12	53
Both	54	53	62	49	48	48	56	40	67	62	45

Q. For each of the following statements, do you think that the statement **applies more** to the CFL, to the NFL, or to both equally?

Base: Total sample

NFL is thought to have great merchandise and memorabilia.

<i>Statement applies to...</i>	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
Features TV commentators who are knowledgeable about the sport											
CFL	12	14	13	10	9	9	27	2	4	20	2
NFL	17	14	17	20	22	21	4	37	11	6	30
Both	71	72	70	70	70	69	68	62	85	74	68
Has great league or team merchandise, memorabilia or souvenirs											
CFL	9	12	13	6	5	6	23	1	2	17	1
NFL	35	28	25	45	46	45	19	57	28	20	50
Both	56	60	62	49	49	49	58	41	70	63	48
Is a sport I watch during the 'regular' season and playoffs											
CFL	28	39	27	24	23	22	68	3	8	51	2
NFL	23	14	20	31	33	32	1	59	10	1	48
Both	49	48	52	46	44	47	31	38	82	48	50

Q. For each of the following statements, do you think that the statement **applies more** to the CFL, to the NFL, or to both equally?

Base: Total sample

NFL provides a high quality football experience.

<i>Statement applies to...</i>	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
Is one of my favourite professional sports leagues											
CFL	34	48	32	26	24	24	78	2	15	62	2
NFL	30	19	31	37	40	38	1	74	16	2	61
Both	36	32	37	37	37	38	20	25	69	35	38
Is able to maintain my interest throughout the games I watch											
CFL	25	33	23	23	20	20	61	1	9	46	2
NFL	25	14	25	33	37	33	1	62	11	3	49
Both	50	53	53	45	43	47	38	37	80	52	49
Provides fans with an overall high quality experience											
CFL	15	20	15	13	12	12	38	1	4	28	1
NFL	24	19	22	30	31	31	6	52	16	7	44
Both	61	61	63	57	57	57	57	47	80	65	56

Q. For each of the following statements, do you think that the statement **applies more** to the CFL, to the NFL, or to both equally?

Base: Total sample

NFL has high quality TV commentators.

<i>Statement applies to...</i>	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
Has high quality TV commentators											
CFL	12	14	14	11	12	10	28	1	5	21	2
NFL	28	27	19	34	38	37	9	52	24	11	47
Both	60	59	67	55	50	53	63	47	71	68	51

Q. For each of the following statements, do you think that the statement **applies more** to the CFL, to the NFL, or to both equally?

Base: Total sample

There is parity between the Super Bowl and the Grey Cup desirability.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
The Grey Cup	30	49	16	27	25	25	62	4	20	52	5
The Super Bowl	32	20	40	36	38	37	6	70	20	7	60
Both equally	30	25	36	28	26	27	25	19	49	33	26
Neither	9	5	9	10	11	11	8	7	12	8	10

Q. Each year, which event do you look forward to more, the Grey Cup or the Super Bowl?

Base: Total sample

About two-thirds expect to watch the Grey Cup.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
NET Will Watch	66	76	68	59	58	58	82	44	70	79	51
Definitely will watch the Grey Cup	42	56	40	34	35	32	56	24	45	53	30
Probably will watch the Grey Cup	24	20	28	25	23	26	27	19	25	26	21
May or may not watch the Grey Cup	17	12	16	21	21	20	8	27	16	10	25
Probably will not watch the Grey Cup	11	9	9	12	12	13	7	19	7	8	14
Definitely will not watch the Grey Cup	7	3	7	8	9	9	3	10	7	4	10
NET Will Not Watch	18	12	16	20	21	22	10	29	14	11	25

Q. How likely are you to watch this year's Grey Cup?

Base: Total sample

A similar proportion also expect to watch the Super Bowl.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
NET Will Watch	65	60	75	65	68	67	42	83	74	50	83
Definitely will watch the Super Bowl	40	37	45	39	40	39	16	63	43	22	59
Probably will watch the Super Bowl	26	23	30	26	28	28	26	21	31	28	23
May or may not watch the Super Bowl	17	23	10	16	16	15	28	10	12	24	9
Probably will not watch the Super Bowl	9	10	7	9	7	8	17	4	6	14	4
Definitely will not watch the Super Bowl	9	8	8	9	10	10	13	4	8	11	5
NET Will Not Watch	18	18	15	18	17	18	30	7	15	26	9

Q. How likely are you to watch this year's Super Bowl?

Base: Total sample

A NFL franchise in Toronto is perceived to be positive.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
This would be a positive development	45	29	51	54	58	56	27	68	40	29	62
This would be a negative development	23	37	9	23	21	20	39	10	17	33	11
It doesn't make a difference to me	33	34	40	24	21	24	35	22	42	38	27

Q. If the NFL were to place a franchise in Toronto, would you consider this to be a positive development, a negative development or it doesn't make a difference to you?
 Base: Total sample

Most understand that it could have a negative impact on the CFL.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
It would have a positive impact on the CFL	18	15	27	15	16	15	16	19	21	17	20
It would have a negative impact on the CFL	64	67	51	71	70	69	68	63	59	66	61
It will not have any impact on the CFL	18	18	22	14	14	16	16	18	21	17	19

Q. If the NFL were to place a franchise in Toronto, would it have a positive impact, negative impact or no impact on the CFL?

Base: Total sample

The NFL in Toronto could stimulate more interest in the league.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
Watch more NFL football games than you do currently	27	17	24	35	40	35	23	35	22	22	31
Watch the same amount of NFL football as you do currently	62	69	66	56	51	56	61	60	67	62	63
Watch less NFL football games than you do currently	11	15	10	9	9	9	17	5	11	16	6

Q. If the NFL were to place a franchise in Toronto, how would this impact your NFL viewing? That is, would you be likely to ...?

Base: Total sample

Still, Canadian fans have strong emotional ties to the CFL.

	Total	Region			Sub-Region		League Preference			More Likely to Watch on TV	
		West	Quebec	Ontario	Toronto	Southern Ontario	CFL	NFL	Both Equally	CFL	NFL
n=	1000	296	245	383	207	301	364	336	300	526	474
	%	%	%	%	%	%	%	%	%	%	%
As a sports fan, it is important that the CFL survives in Canada	81	89	84	76	75	76	93	64	87	92	69
It is important that the CFL survives in Canada	80	88	79	76	73	75	92	63	83	91	67
As a Canadian, I feel that it is important for the CFL to exist	79	87	80	76	73	74	92	61	84	92	65
The CFL provides a great alternative to NFL football	68	75	62	67	65	65	82	50	70	80	54
CFL football has a bright future in Canada	62	72	69	51	50	49	77	41	66	74	48
I would watch more CFL football if I thought that the league was in danger of closing down	29	35	22	28	31	31	39	16	29	37	20
I don't care if the CFL were to close down	9	5	9	12	14	12	4	20	5	3	17

Q. To what extent do you agree with the following statements? Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree that
 Base: Total sample