

Survey Reveals Television Viewing Plans for 2008 GREY CUP

- 1 in 3 Canadians plan to tune into the 2008 GREY CUP broadcast –
 - 40% of Canadians Between 18 and 29 will likely tune into the game –
 - Majority of viewers plan to watch 2008 GREY CUP at home with friends and family –
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Toronto, ON (November 20, 2008) – A national survey by Nanos Research reveals that 1 in 3 Canadians plan to watch the Grey Cup on television this Sunday. Data in the survey shows that close to 40% of Canadians between the age of 18 and 29 will likely tune into the game.

“The Grey Cup game is one of those events that brings Canadians together,” said Nik Nanos, President Nanos Research. “The survey results show us that young Canadians are really behind the CFL and are embracing the Grey Cup tradition. They will be celebrating with friends and family and watching what should be a fantastic game.”

The survey results show that Canadians in the West (41%) are most likely to watch the 2008 GREY CUP.

When looking at gender, the survey shows that more than 1 in 4 Canadian females plan on watching the Grey Cup, with close to half (46%) of Canadian males likely to watch the big game.

When asked their plans on game day, the majority (70%) of Canadians who were very likely to watch the Grey Cup said they plan to watch the game at home with friends and family, while another 1 in 10 said they will watch the game at a Grey Cup party.

The **2008 GREY CUP**, featuring the Calgary Stampeders taking on the Montreal Alouettes, takes place this **Sunday, Nov. 23** at **6 p.m. ET**, live from Montreal's Olympic Stadium. The game will air on TSN and RDS.

Nanos Research conducted a random telephone survey of 1,000 Canadians from November 11th to November 15th, 2008. The margin of accuracy for a sample of 1,000 is $\pm 3.1\%$, 19 times out of 20.

The study was conducted by Nanos Research for TSN.