

Changing topics now, we'd like to ask you some questions about hockey and the NHL playoffs.

1. (T) How important is NHL hockey to you?

I'm a diehard fan

I'm a fan

A lot of other interests come before hockey

I don't care about hockey at all

2. Thinking about the last 3 or 4 hockey seasons, on average, how closely would you say you follow the NHL playoffs?

Very closely, I watch a lot

Fairly closely, I watch a few games or my team if they're playing

I might watch a game or two if I happen to catch them, but don't follow that closely

I don't watch at all

[ASK 3, 4a and 4b OF THOSE WHO WILL WATCH]

3. This year, for the first time since the 1969/70 season, there will be no Canadian teams participating in the NHL playoffs. Do you expect this to have an effect on how much playoff hockey you watch this year?

Yes, I'll watch more

Yes, I'll watch less

Yes, I won't watch at all

No, I'll watch about as much as I would have

No, I wasn't going to watch in the first place

4a. Given that there are no Canadian teams participating in the playoffs this year, if you had to choose, which potential U.S.-based playoff team(s) will you be most likely to cheer for? (Choose up to two from each conference)

East:

Boston Bruins

Detroit Red Wings

Florida Panthers

New York Rangers

New York Islanders

Philadelphia Flyers

Pittsburgh Penguins

Tampa Bay Lightning

Washington Capitals

West:

Anaheim Ducks

Chicago Blackhawks

Colorado Avalanche

Dallas Stars
Los Angeles Kings
Minnesota Wild
Nashville Predators
San Jose Sharks
St Louis Blues

4b. Are there any teams you will be cheering AGAINST this year? (Choose up to two from each conference)

East:

Boston Bruins
Detroit Red Wings
Florida Panthers
New York Rangers
New York Islanders
Philadelphia Flyers
Pittsburgh Penguins
Tampa Bay Lightning
Washington Capitals

No, won't be cheering against any team in the east

West:

Anaheim Ducks
Chicago Blackhawks
Colorado Avalanche
Dallas Stars
Los Angeles Kings
Minnesota Wild
Nashville Predators
San Jose Sharks
St Louis Blues

No, won't be cheering against any team in the west

[ASK 5-7 OF ALL EXCEPT THOSE WHO SAID "DON'T CARE" IN Q1]

5. It has now been 23 years since a Canadian team (the Montreal Canadiens in 1993) won the Stanley Cup. Which of the 7 Canadian teams do you think will be the first one to break this streak and win the Cup?

Calgary Flames
Edmonton Oilers
Montreal Canadiens
Ottawa Senators
Toronto Maple Leafs
Vancouver Canucks
Winnipeg Jets

No Canadian team will ever win the Cup again
Really can't say

6. And which Canadian team, if any, do you most often cheer for?

Calgary Flames

Edmonton Oilers

Montreal Canadiens

Ottawa Senators

Toronto Maple Leafs

Vancouver Canucks

Winnipeg Jets

I don't cheer for any specific Canadian team

7. Generally speaking, when your favourite team gets eliminated from the playoffs, do you find yourself cheering for the other Canadian teams because they're Canadian?

Yes, I want Canada's teams to succeed

No, I consider them rivals to my favourite team

It depends which team, some I'll cheer for, but some are rivals