

	Total	Follow NHL Playoffs				
		Very closely	Fairly closely	Might watch	Don't watch at all	Net: Watch
Sample Size	1519	203	315	472	527	990

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing “**%” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution.

A1. NHL - National Hockey League

	Total	Follow NHL Playoffs				
		Very closely	Fairly closely	Might watch	Don't watch at all	Net: Watch
I'm a diehard fan	11%	64%	9%	**%		16%
I'm a fan	26%	35%	70%	21%	1%	40%
A lot of other interests come before this league	28%	**%	20%	59%	14%	35%
I don't care about this league at all	36%	1%	1%	19%	85%	10%

A2. Thinking about the last 3 or 4 hockey seasons, on average, how closely would you say you follow the NHL playoffs?

	Total	Follow NHL Playoffs				
		Very closely	Fairly closely	Might watch	Don't watch at all	Net: Watch
Very closely, I watch a lot	13%	100%				20%
Fairly closely, I watch a few games or my team if they're playing	21%		100%			32%
I might watch a game or two if I happen to catch them, but don't follow that closely	31%			100%		48%
I don't watch at all	35%				100%	
Net: Watch	65%	100%	100%	100%		100%

	Total	Follow NHL Playoffs				
		Very closely	Fairly closely	Might watch	Don't watch at all	Net: Watch
Sample Size Base: Watch playoffs closely	518	203	315	-	-	518

A3. The league is scheduled to return to play on August 1 with modified playoffs. How excited would you say you are to watch this?

	Total	Follow NHL Playoffs				
		Very closely	Fairly closely	Might watch	Don't watch at all	Net: Watch
Very excited – can't wait	27%	51%	11%			27%
Pretty excited – looking forward to it	45%	41%	48%			45%
Not that excited – I could take it or leave it	24%	6%	36%			24%
Not excited at all – don't care	4%	2%	6%			4%
Net: Excited	72%	92%	59%			72%
Net: Not excited	28%	8%	41%			28%

	Total	Follow NHL Playoffs				Net: Watch
		Very closely	Fairly closely	Might watch	Don't watch at all	
Sample Size	1519	203	315	472	527	990

A4. Do you think it was ultimately the right move or wrong move to allow the NHL to host the playoffs in Edmonton and Toronto?

	Total	Follow NHL Playoffs				Net: Watch
		Very closely	Fairly closely	Might watch	Don't watch at all	
Right move	35%	72%	49%	31%	17%	46%
Wrong move	22%	8%	19%	24%	28%	19%
Not sure/Can't say	42%	20%	32%	44%	55%	35%