

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1522	203	152	102	103	505	355	102	744	778	441	531	550	217	259	267	224	272	283	640	481	400	509	508	248	258

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

Q1.Changing topics now, we'd like to ask you some questions about hockey and the NHL playoffs. How important is NHL hockey to you?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
I'm a diehard fan	9%	6%	13%	8%	8%	10%	7%	11%	13%	5%	10%	10%	6%	13%	17%	9%	8%	3%	4%	9%	9%	8%	9%	10%	9%	5%
I'm a fan	24%	27%	26%	15%	29%	23%	23%	23%	31%	17%	21%	26%	24%	25%	34%	33%	17%	18%	16%	24%	25%	23%	21%	26%	33%	17%
A lot of other interests come before hockey	31%	34%	26%	33%	27%	32%	32%	32%	31%	32%	30%	29%	35%	32%	25%	36%	28%	33%	34%	30%	31%	35%	32%	31%	32%	31%
I don't care about hockey at all	36%	33%	36%	45%	35%	35%	38%	33%	25%	46%	38%	35%	34%	30%	24%	23%	47%	46%	45%	38%	35%	34%	39%	32%	26%	47%

Q2.Thinking about the last 3 or 4 hockey seasons, on average, how closely would you say you follow the NHL playoffs?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very closely, I watch a lot	9%	8%	11%	8%	10%	9%	9%	11%	14%	5%	8%	10%	9%	10%	17%	13%	5%	4%	6%	11%	10%	6%	8%	12%	9%	6%
Fairly closely, I watch a few games or my team if they're playing	26%	28%	28%	17%	32%	25%	25%	26%	32%	20%	25%	28%	25%	29%	35%	32%	21%	21%	18%	24%	26%	30%	22%	31%	33%	16%
I might watch a game or two if I happen to catch them, but don't follow that closely	30%	33%	27%	27%	22%	30%	30%	34%	29%	31%	30%	28%	32%	30%	24%	33%	31%	32%	30%	28%	32%	31%	32%	26%	34%	31%
I don't watch at all	35%	31%	34%	48%	36%	35%	36%	29%	25%	44%	37%	34%	34%	31%	24%	21%	43%	43%	46%	37%	33%	33%	38%	31%	24%	47%

	Total who usually watch the playoffs	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	992	136	104	55	72	335	229	68	559	433	277	352	363	150	198	211	127	154	152	401	323	268	315	351	189	137

Q3.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?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, I'll watch more	3%	1%	3%		3%	2%	6%	4%	3%	4%	4%	2%	3%	4%	2%	2%	5%	3%	3%	4%	2%	3%	3%	3%	2%	5%
Yes, I'll watch less	35%	41%	35%	40%	43%	35%	31%	38%	38%	31%	33%	34%	38%	37%	36%	42%	28%	33%	35%	33%	39%	35%	35%	39%	31%	
Yes, I won't watch at all	19%	26%	16%	10%	12%	14%	25%	22%	14%	25%	19%	18%	20%	14%	15%	13%	25%	22%	28%	19%	17%	22%	21%	19%	17%	
No, I'll watch about as much as I would have	30%	21%	35%	38%	39%	38%	20%	24%	35%	24%	31%	31%	28%	33%	36%	34%	29%	24%	19%	30%	35%	24%	28%	32%	28%	30%
No, I wasn't going to watch in the first place	12%	11%	11%	11%	4%	11%	18%	12%	10%	16%	12%	14%	12%	12%	10%	9%	12%	18%	16%	12%	13%	13%	13%	11%	18%	

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1522	203	152	102	103	505	355	102	744	778	441	531	550	217	259	267	224	272	283	640	481	400	509	508	248	258

Q3.[Full base]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?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, I'll watch more	2%	0%	2%		2%	1%	4%	3%	2%	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Yes, I'll watch less	23%	28%	23%	21%	27%	22%	20%	27%	29%	17%	21%	23%	25%	26%	27%	33%	16%	18%	18%	22%	22%	26%	22%	24%	30%	16%
Yes, I won't watch at all	12%	18%	11%	5%	8%	9%	16%	16%	11%	14%	12%	12%	13%	10%	12%	10%	14%	13%	15%	12%	12%	15%	13%	14%	9%	
No, I'll watch as much as I was going to	20%	14%	23%	20%	25%	25%	13%	17%	26%	13%	20%	21%	18%	23%	28%	27%	17%	14%	10%	19%	23%	16%	17%	22%	22%	16%
No, I was never going to watch	43%	39%	41%	54%	39%	42%	48%	37%	32%	53%	45%	43%	42%	39%	31%	28%	50%	54%	55%	45%	42%	41%	46%	38%	56%	

	Total who will watch this year	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	679	85*	77*	42*	59*	248	134	47*	423	256	191	239	249	111	147	164	80*	92*	84*	279	225	175	209	248	132	90*

Q4.[Eastern Conference]If you had to choose, which potential U.S.-based playoff team(s) will you be most likely to cheer for?

	Total	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Boston Bruins	26%	21%	25%	41%	27%	23%	29%	39%	24%	30%	25%	23%	30%	24%	22%	26%	27%	24%	39%	29%	26%	23%	31%	25%	22%	26%
Pittsburgh Penguins	25%	26%	26%	30%	30%	20%	33%	24%	22%	30%	19%	27%	27%	13%	23%	28%	29%	33%	26%	20%	27%	30%	22%	25%	28%	26%
Detroit Red Wings	21%	15%	18%	22%	13%	27%	12%	31%	23%	18%	20%	17%	25%	24%	18%	26%	14%	16%	23%	23%	20%	18%	27%	21%	16%	12%
Washington Capitals	17%	14%	16%	13%	13%	18%	18%	18%	22%	9%	16%	17%	17%	21%	23%	21%	9%	7%	9%	19%	17%	12%	16%	19%	16%	15%
New York Rangers	16%	23%	25%	14%	13%	13%	17%	10%	15%	18%	16%	15%	17%	13%	12%	19%	21%	20%	13%	17%	14%	18%	14%	18%	15%	
Tampa Bay Lightning	11%	8%	9%	6%	10%	16%	9%	3%	12%	11%	10%	15%	9%	10%	15%	9%	10%	13%	9%	12%	13%	9%	9%	14%	10%	13%
Florida Panthers	11%	25%	2%	4%	2%	9%	12%	14%	12%	9%	15%	8%	10%	16%	12%	10%	13%	2%	11%	13%	10%	8%	11%	11%	10%	
New York Islanders	7%	5%	7%	4%	5%	8%	4%	9%	8%	5%	6%	7%	6%	8%	10%	6%	3%	3%	8%	8%	6%	6%	4%	9%	11%	
Philadelphia Flyers	6%	7%	4%	8%	16%	7%	5%	1%	6%	8%	4%	7%	8%	4%	6%	6%	4%	7%	11%	4%	8%	9%	6%	5%	8%	6%

Q4.[Western Conference]If you had to choose, which potential U.S.-based playoff team(s) will you be most likely to cheer for?

	Total	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Chicago Blackhawks	46%	35%	41%	48%	67%	47%	48%	46%	47%	43%	33%	48%	54%	31%	48%	58%	36%	47%	46%	48%	45%	43%	45%	48%	47%	42%
Los Angeles Kings	18%	18%	24%	16%	19%	16%	24%	8%	18%	18%	19%	18%	18%	19%	21%	16%	18%	14%	23%	21%	16%	18%	18%	19%	15%	22%
Anaheim Ducks	13%	19%	14%	11%	8%	11%	12%	18%	11%	16%	12%	12%	15%	14%	9%	10%	9%	16%	23%	14%	13%	11%	15%	12%	12%	10%
St Louis Blues	12%	11%	12%	12%	2%	14%	9%	11%	14%	8%	11%	10%	13%	14%	13%	14%	6%	6%	12%	12%	12%	11%	10%	12%	13%	13%
San Jose Sharks	11%	21%	4%	8%	6%	15%	4%	12%	12%	11%	11%	14%	10%	12%	11%	9%	16%	8%	10%	12%	12%	10%	12%	9%	16%	
Colorado Avalanche	11%	8%	15%	8%	6%	5%	25%	7%	11%	10%	14%	9%	11%	14%	10%	11%	14%	6%	12%	11%	12%	11%	15%	6%	12%	13%
Minnesota Wild	8%	8%	7%	20%	21%	10%	4%	4%	10%	6%	9%	7%	9%	8%	11%	10%	9%	1%	8%	9%	9%	7%	9%	8%	8%	
Dallas Stars	8%	15%	7%	11%	1%	8%	5%	13%	9%	8%	16%	6%	5%	18%	7%	5%	12%	6%	5%	8%	10%	7%	7%	11%	6%	6%
Nashville Predators	5%	3%	4%	6%	1%	7%	2%	8%	5%	5%	5%	5%	4%	4%	6%	4%	6%	4%	5%	5%	5%	4%	5%	4%	8%	1%

Q4b.[Eastern Conference]Are there any teams you will be cheering AGAINST this year?

	Total	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Won't be cheering against any team in the east	50%	60%	45%	44%	60%	55%	40%	40%	41%	65%	44%	51%	54%	38%	40%	45%	52%	70%	73%	54%	44%	52%	43%	49%	56%	62%
Boston Bruins	24%	28%	9%	15%	11%	21%	39%	33%	28%	17%	24%	23%	26%	28%	26%	31%	19%	18%	15%	25%	27%	20%	23%	27%	20%	25%
New York Rangers	10%	11%	7%	6%	6%	11%	12%	10%	13%	7%	11%	11%	9%	14%	15%	10%	7%	5%	8%	10%	13%	8%	12%	11%	10%	7%
Pittsburgh Penguins	8%	2%	18%	12%	9%	11%	2%	6%	10%	6%	17%	6%	4%	19%	8%	5%	14%	3%	1%	7%	10%	8%	8%	8%	7%	10%
Philadelphia Flyers	8%	8%	11%	6%	5%	8%	5%	7%	11%	3%	4%	7%	11%	5%	11%	14%	2%	1%	5%	7%	11%	4%	6%	8%	11%	3%
Washington Capitals	6%	4%	7%	11%	8%	6%	9%	5%	8%	5%	3%	8%	8%	4%	9%	9%	2%	6%	5%	5%	7%	8%	9%	6%	5%	5%
Detroit Red Wings	6%	4%	8%	9%	3%	7%	3%	7%	8%	2%	6%	8%	3%	7%	12%	4%	4%	2%	1%	7%	4%	7%	6%	6%	7%	3%
Tampa Bay Lightning	5%	5%	3%	8%	7%	4%	6%	11%	7%	3%	7%	4%	5%	9%	4%	7%	5%	2%	1%	3%	8%	5%	9%	4%	5%	1%
Florida Panthers	3%	2%	2%	3%	2%	2%	13%	4%	2%	3%	2%	4%	4%	3%	5%	1%			4%	1%	4%	5%	6%	2%	1%	
New York Islanders	2%		4%	15%	6%	2%	0%		1%	4%	5%	2%	0%	2%	1%	0%	10%	2%	4%	0%	2%	4%	1%	2%	2%	2%

Q4b.[Western Conference]Are there any teams you will be cheering AGAINST this year?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Won't be cheering against any team in the west	59%	60%	46%	49%	62%	64%	59%	55%	51%	71%	53%	60%	62%	43%	53%	56%	66%	72%	75%	62%	56%	58%	52%	58%	66%	67%
Chicago Blackhawks	14%	20%	12%	15%	4%	17%	8%	17%	18%	9%	19%	16%	9%	26%	19%	10%	9%	11%	5%	13%	14%	17%	16%	16%	8%	13%
Los Angeles Kings	12%	20%	16%	14%	10%	12%	6%	11%	15%	7%	14%	12%	10%	18%	15%	14%	10%	8%	3%	13%	12%	11%	11%	14%	11%	12%
Anaheim Ducks	11%	12%	20%	12%	14%	6%	7%	26%	13%	7%	10%	10%	12%	12%	13%	14%	9%	4%	8%	9%	13%	9%	14%	8%	12%	8%
Dallas Stars	6%	3%	8%	9%	6%	4%	14%	7%	4%	4%	4%	9%	4%	6%	11%	5%	1%	4%	5%	8%	5%	6%	5%	9%	3%	
Colorado Avalanche	6%	1%	8%	3%	11%	5%	10%	2%	7%	4%	3%	6%	8%	2%	6%	10%	3%	5%	7%	7%	2%	7%	6%	4%	5%	
St Louis Blues	4%		5%	9%		5%	4%	2%	4%	3%	6%	3%	3%	5%	5%	3%	6%	0%	2%	5%	4%	2%	6%	3%	3%	
Minnesota Wild	3%	2%	2%	7%	1%	3%	7%		4%	2%	6%	1%	3%	10%	2%	2%	1%		4%	3%	3%	4%	7%	2%	1%	3%
San Jose Sharks	3%	2%	4%		1%	4%	3%	4%	4%	2%	4%	3%	3%	5%	4%	3%	3%	2%	3%	2%	4%	5%	3%	4%	1%	3%
Nashville Predators	2%	3%	3%	4%	2%	1%	4%		2%	2%	2%	2%	2%	3%	1%	3%	2%	4%	0%	1%	2%	4%	2%	3%	2%	0%

	Total who care about hockey	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	976	133	103	59*	72*	334	223	65*	557	419	271	343	362	153	197	207	118	146	155	400	314	262	313	344	183	136

Q5.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?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Calgary Flames	5%	2%	26%	7%	1%	3%	2%	9%	5%	6%	8%	4%	5%	10%	3%	4%	6%	5%	6%	5%	5%	7%	5%	6%	7%	4%
Edmonton Oilers	10%	6%	27%	18%	5%	9%	7%	7%	14%	5%	13%	11%	7%	18%	16%	8%	7%	4%	5%	11%	8%	10%	9%	10%	12%	11%
Montreal Canadiens	26%	19%	10%	13%	18%	24%	40%	30%	26%	25%	25%	28%	24%	24%	27%	26%	26%	30%	21%	22%	31%	26%	23%	30%	26%	21%
Ottawa Senators	8%	6%	3%		1%	11%	8%	11%	8%	8%	5%	7%	11%	7%	5%	12%	2%	10%	9%	6%	9%	9%	8%	8%	6%	8%
Toronto Maple Leafs	11%	3%	2%	20%	9%	22%	2%	14%	12%	10%	11%	9%	14%	10%	10%	15%	13%	6%	12%	14%	9%	10%	13%	10%	11%	11%
Vancouver Canucks	8%	26%	9%	12%	5%	4%	6%	3%	8%	9%	10%	7%	8%	9%	7%	7%	12%	6%	9%	9%	7%	8%	6%	9%	10%	8%
Winnipeg Jets	3%	2%	2%	5%	36%	1%	2%	2%	3%	3%	3%	2%	3%	2%	3%	4%	5%	1%	4%	1%	3%	4%	2%	4%	1%	
No Canadian team will ever win the Cup again	3%	5%	4%	6%	3%	1%	3%	6%	3%	3%	4%	2%	4%	4%	1%	3%	3%	3%	4%	4%	4%	2%	4%	2%	4%	2%
Really can't say	26%	31%	16%	20%	22%	25%	31%	21%	22%	31%	21%	27%	28%	15%	25%	24%	28%	30%	34%	26%	26%	24%	28%	23%	19%	34%

Q6.And which Canadian team, if any, do you most often cheer for?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Calgary Flames	6%	0%	42%	11%	3%	2%	0%	4%	6%	7%	8%	5%	7%	9%	3%	6%	6%	7%	7%	6%	6%	7%	6%	6%	9%	5%
Edmonton Oilers	7%	2%	41%	23%	3%	2%	3%	8%	5%	10%	8%	4%	10%	10%	5%	9%	4%	3%	7%	7%	7%	6%	6%	7%	10%	3%
Montreal Canadiens	29%	12%	4%	8%	3%	14%	79%	35%	29%	30%	28%	32%	28%	30%	28%	28%	35%	27%	28%	31%	29%	34%	29%	22%	28%	
Ottawa Senators	6%	2%	1%	6%		11%	6%	5%	6%	7%	8%	6%	8%	6%	4%	8%	5%	8%	7%	5%	7%	5%	7%	7%	7%	7%
Toronto Maple Leafs	25%	4%	2%	21%	4%	56%	1%	34%	25%	26%	21%	25%	29%	17%	24%	31%	26%	25%	27%	27%	22%	27%	24%	29%	23%	
Vancouver Canucks	11%	72%	3%	5%	1%	0%	1%	2%	11%	11%	10%	12%	11%	10%	13%	10%	9%	11%	12%	10%	12%	11%	9%	10%	14%	
Winnipeg Jets	5%	1%	2%	6%	78%	2%	1%	4%	5%	4%	4%	5%	5%	4%	5%	5%	3%	4%	6%	4%	7%	3%	4%	4%	6%	
I don't cheer for any specific Canadian team	10%	6%	5%	20%	8%	13%	10%	12%	11%	10%	12%	9%	11%	13%	9%	10%	11%	8%	11%	11%	10%	9%	12%	8%	8%	14%

Q7. 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?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, I want Canada's teams to succeed	57%	63%	56%	61%	54%	63%	43%	57%	52%	62%	54%	56%	60%	55%	47%	56%	53%	68%	65%	58%	54%	58%	54%	60%	56%	55%
No, I consider them rivals to my favourite team	14%	9%	14%	16%	6%	9%	26%	10%	13%	14%	20%	15%	8%	15%	16%	10%	26%	13%	6%	13%	12%	16%	18%	12%	12%	11%
It depends which team, some I'll cheer for, but some are rivals	30%	28%	30%	23%	40%	28%	30%	32%	34%	24%	26%	29%	32%	30%	37%	34%	21%	19%	30%	29%	33%	26%	28%	27%	32%	35%