

	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
Sample Size	1601	197	358	546	501	64	85	284	48	322	128	49	121

Q1. [CFL - Canadian Football League] how closely do you normally follow each of these professional sports leagues

	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
Very closely – I watch as much as I can	5%	17%	8%	3%	*%	14%	13%	7%	15%	2%	4%	28%	3%
Closely – I try to watch my favourites and stay up to date	11%	25%	24%	6%	2%	16%	18%	16%	18%	14%	16%	28%	7%
Not very closely – I don't watch much, maybe a playoff game	28%	36%	40%	38%	7%	38%	44%	37%	33%	43%	37%	24%	34%
I don't follow this at all	56%	22%	29%	54%	91%	31%	26%	41%	35%	41%	43%	21%	56%
Top2box	16%	42%	31%	9%	3%	31%	30%	22%	33%	16%	20%	55%	10%
Bottom2box	84%	58%	69%	91%	97%	69%	70%	78%	67%	84%	80%	45%	90%

Q1. [NFL – National Football League] how closely do you normally follow each of these professional sports leagues

	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
Very closely – I watch as much as I can	7%	24%	10%	4%	1%	11%	7%	11%	6%	10%	8%	13%	10%
Closely – I try to watch my favourites and stay up to date	10%	29%	20%	4%	1%	9%	19%	17%	10%	14%	17%	10%	7%
Not very closely – I don't watch much, maybe a playoff game	29%	30%	39%	41%	7%	38%	35%	34%	33%	43%	37%	38%	43%
I don't follow this at all	54%	17%	30%	51%	90%	41%	39%	39%	51%	33%	38%	39%	40%
Top2box	17%	53%	31%	9%	3%	21%	27%	27%	16%	24%	24%	23%	16%
Bottom2box	83%	47%	69%	91%	97%	79%	73%	73%	84%	76%	76%	77%	84%

Q1. [NBA – National Basketball Association] how closely do you normally follow each of these professional sports leagues

	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
Very closely – I watch as much as I can	3%	11%	5%	2%	2%	5%	4%	4%	3%	7%	1%	2%	1%
Closely – I try to watch my favourites and stay up to date	9%	24%	16%	6%	1%	6%	10%	13%	11%	18%	10%	8%	9%
Not very closely – I don't watch much, maybe a playoff game	27%	36%	37%	35%	8%	28%	30%	29%	37%	46%	30%	31%	40%
I don't follow this at all	60%	29%	42%	57%	90%	61%	55%	54%	48%	29%	58%	59%	49%
Top2box	12%	35%	20%	8%	3%	11%	15%	17%	14%	25%	11%	10%	11%
Bottom2box	88%	65%	80%	92%	97%	89%	85%	83%	86%	75%	89%	90%	89%

Q1. [MLB – Major League Baseball] how closely do you normally follow each of these professional sports leagues

	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
Very closely – I watch as much as I can	4%	16%	4%	2%	1%	5%	8%	5%	4%	7%	3%	7%	3%
Closely – I try to watch my favourites and stay up to date	12%	25%	25%	8%	3%	9%	14%	14%	13%	27%	13%	6%	8%
Not very closely – I don't watch much, maybe a playoff game	29%	36%	42%	37%	8%	42%	38%	31%	34%	44%	36%	34%	46%
I don't follow this at all	55%	22%	29%	53%	88%	45%	41%	49%	49%	22%	48%	52%	43%
Top2box	16%	42%	29%	10%	4%	13%	21%	20%	17%	34%	16%	13%	11%
Bottom2box	84%	58%	71%	90%	96%	87%	79%	80%	83%	66%	84%	87%	89%

Q1. [NHL – National Hockey League] how closely do you normally follow each of these professional sports leagues

	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
Very closely – I watch as much as I can	12%	100%				13%	19%	24%	25%	17%	16%	23%	5%
Closely – I try to watch my favourites and stay up to date	22%		100%			25%	43%	34%	42%	34%	38%	34%	10%
Not very closely – I don't watch much, maybe a playoff game	34%			100%		62%	38%	42%	32%	49%	45%	43%	85%
I don't follow this at all	31%				100%								
Top2box	35%	100%	100%			38%	62%	58%	68%	51%	55%	57%	15%
Bottom2box	65%			100%	100%	62%	38%	42%	32%	49%	45%	43%	85%

Q2. Since the season started on January 13, have you been following more, less or the same amount of NHL hockey?

Sample Size	1100	197	358	546	-	64	85	284	48	322	128	49	121
	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
Way more than usual	7%	22%	8%	*%		4%	9%	10%	6%	7%	2%	7%	1%
A bit more than usual	15%	29%	19%	7%		17%	9%	17%	28%	15%	18%	12%	4%
About the same	48%	45%	45%	52%		42%	61%	47%	40%	48%	48%	57%	48%
A bit less than usual	13%	4%	20%	12%		15%	11%	12%	13%	12%	18%	17%	14%
Way less than usual	17%	*%	8%	28%		22%	10%	14%	13%	17%	13%	8%	34%
Net: More	21%	50%	27%	7%		21%	18%	27%	34%	23%	21%	18%	4%
Net: Less	30%	5%	29%	40%		38%	21%	26%	26%	30%	31%	25%	47%

Q3. Would you say that for this season, that change, having all seven Canadian teams in one division, makes the season...?

	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
More exciting	32%	52%	42%	19%		29%	37%	39%	34%	38%	27%	29%	6%
Less exciting	19%	26%	26%	11%		22%	22%	19%	26%	14%	29%	26%	13%
Doesn't change much for me personally	49%	22%	32%	70%		48%	41%	42%	40%	48%	44%	45%	81%

Q4. Would you prefer the NHL adopt a North Division, or return to its regular format, where the seven teams are spread out into their previous four divisions?

	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
Would prefer the NHL keep the North Division after this year	37%	38%	36%	37%		29%	30%	41%	37%	41%	30%	30%	34%
Would go back to previous divisions after this year	63%	62%	64%	63%		71%	70%	59%	63%	59%	70%	70%	66%

Q5. Which of the 7 Canadian teams do you think will be the first one to break this streak and win the Cup?

	Total	NHL				Cheer For							
		Hardcore Follower	Regular Follower	Fringe Onlooker	Don't follow	Calgary Flames	Edmonton Oilers	Montreal Canadiens	Ottawa Senators	Toronto Maple Leafs	Vancouver Canucks	Winnipeg Jets	None
Toronto Maple Leafs	26%	42%	29%	18%		7%	14%	11%	20%	60%	18%	9%	9%
Montreal Canadiens	21%	31%	24%	15%		10%	7%	58%	14%	5%	11%	10%	7%
Edmonton Oilers	7%	4%	11%	5%		3%	44%	1%	6%	4%	4%		7%
Winnipeg Jets	5%	5%	5%	5%		9%	2%	2%	6%	2%	2%	53%	2%
Vancouver Canucks	5%	4%	6%	4%		2%	1%	1%	10%	2%	24%		3%
Calgary Flames	4%	2%	4%	4%		31%	3%	1%		1%	3%	6%	5%
Ottawa Senators	2%	1%	2%	3%		2%	1%	1%	20%	2%	*%		4%
No Canadian team will ever win the Cup again	5%	3%	5%	5%		1%	9%	2%	4%	3%	8%	2%	14%
Really can't say	26%	7%	15%	40%		35%	19%	22%	20%	20%	28%	19%	50%

