

	Total	Region							Geo Type		Gender		Age			Gender-Age						Age (Fine)						Household Income			Education			Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	College/ Trade school	Univ+	English	French
Sample Size	1626	208	149	125	130	454	405	155	1388	238	783	833	434	523	669	214	253	316	213	266	353	61	372	330	193	297	372	377	503	539	630	508	488	1322	304

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. First, how important is National Hockey League to you, personally?

	Total	Region							Geo Type		Gender		Age			Gender-Age						Age (Fine)						Household Income			Education			Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	College/ Trade school	Univ+	English	French
I'm a diehard fan	10%	7%	15%	7%	7%	12%	6%	8%	10%	5%	16%	4%	11%	11%	8%	16%	19%	14%	7%	3%	3%	5%	12%	10%	11%	8%	8%	6%	7%	14%	8%	10%	11%	11%	6%
I'm a fan	28%	20%	33%	30%	34%	30%	25%	34%	28%	28%	33%	24%	25%	30%	29%	26%	34%	36%	24%	27%	22%	24%	25%	27%	36%	27%	30%	27%	32%	28%	30%	27%	27%	29%	24%
A lot of other interests come before hockey	34%	41%	34%	37%	33%	32%	32%	32%	33%	38%	30%	37%	33%	33%	36%	33%	27%	31%	32%	38%	40%	40%	31%	34%	30%	36%	35%	30%	33%	35%	31%	36%	36%	34%	34%
I don't care about hockey at all	28%	32%	19%	27%	26%	25%	37%	26%	28%	28%	21%	35%	31%	26%	28%	25%	19%	19%	38%	33%	35%	31%	31%	28%	23%	29%	27%	38%	27%	22%	31%	27%	26%	26%	36%
Top2box	38%	27%	48%	36%	41%	42%	31%	42%	39%	34%	49%	28%	36%	41%	37%	42%	54%	50%	30%	29%	25%	29%	37%	37%	47%	35%	33%	40%	43%	39%	36%	38%	40%	30%	
Top3box	72%	68%	81%	73%	74%	75%	63%	74%	72%	72%	79%	65%	69%	74%	72%	75%	81%	81%	62%	67%	65%	69%	69%	72%	77%	71%	73%	62%	73%	78%	69%	73%	74%	74%	64%
Bottom2box	62%	73%	52%	64%	59%	58%	69%	58%	61%	66%	51%	72%	64%	59%	63%	58%	46%	50%	70%	71%	75%	71%	63%	63%	53%	65%	62%	67%	60%	57%	61%	64%	62%	60%	70%

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

Sample Size = Exclude 'Don't Care' about hockey	Total	Region							Geo Type		Gender		Age			Gender-Age						Age (Fine)						Household Income			Education			Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	College/ Trade school	Univ+	English	French
Very closely, I watch a lot	16%	10%	22%	12%	20%	20%	11%	12%	17%	13%	23%	9%	16%	15%	18%	20%	23%	25%	11%	5%	10%	9%	17%	12%	19%	17%	19%	12%	14%	21%	19%	15%	15%	18%	9%
Fairly closely, I watch a few games or my team if they're playing	34%	27%	31%	36%	38%	34%	36%	39%	34%	32%	36%	31%	32%	37%	32%	32%	38%	37%	31%	35%	26%	26%	33%	38%	35%	30%	33%	34%	37%	33%	33%	34%	34%	33%	37%
I might watch a game or two if I happen to catch them, but don't follow that closely	42%	57%	41%	42%	37%	38%	40%	39%	41%	43%	36%	48%	43%	41%	41%	41%	35%	33%	45%	48%	50%	50%	41%	42%	40%	42%	41%	41%	43%	38%	41%	41%	44%	42%	41%
I don't watch at all	9%	6%	6%	10%	5%	8%	12%	10%	8%	13%	5%	12%	9%	8%	9%	7%	4%	5%	12%	11%	13%	14%	9%	8%	6%	11%	7%	13%	6%	8%	7%	11%	8%	8%	13%
Top2box	50%	37%	52%	48%	58%	54%	48%	52%	51%	44%	59%	39%	48%	52%	50%	52%	61%	62%	43%	41%	37%	36%	50%	50%	54%	47%	52%	46%	51%	54%	52%	49%	49%	51%	46%
Bottom2box	50%	63%	48%	52%	42%	46%	52%	48%	49%	56%	41%	61%	52%	48%	50%	48%	39%	38%	57%	59%	63%	64%	50%	50%	46%	53%	48%	54%	49%	46%	48%	51%	51%	49%	54%

A2. (Rebase to all) Thinking about the last 3 or 4 years, on average, how closely would you say you follow the NHL playoffs?

Sample Size	Total	Region							Geo Type		Gender		Age			Gender-Age						Age (Fine)						Household Income			Education			Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	College/ Trade school	Univ+	English	French
Very closely, I watch a lot	12%	7%	18%	9%	15%	15%	7%	9%	12%	9%	18%	6%	11%	11%	13%	15%	19%	20%	7%	3%	7%	7%	12%	9%	14%	12%	14%	8%	10%	16%	13%	11%	11%	13%	6%
Fairly closely, I watch a few games or my team if they're playing	24%	18%	25%	26%	28%	25%	23%	29%	24%	23%	29%	20%	22%	27%	23%	24%	31%	30%	19%	24%	17%	18%	23%	27%	27%	21%	24%	21%	27%	26%	23%	24%	25%	24%	24%
I might watch a game or two if I happen to catch them, but don't follow that closely	30%	39%	34%	31%	27%	28%	25%	28%	30%	31%	28%	31%	29%	30%	30%	31%	28%	27%	28%	32%	33%	35%	28%	30%	31%	30%	30%	26%	31%	30%	28%	29%	32%	31%	26%
I don't watch at all	6%	4%	5%	7%	4%	6%	8%	7%	6%	9%	4%	8%	6%	6%	6%	5%	4%	4%	8%	8%	8%	10%	6%	6%	5%	8%	5%	8%	5%	6%	5%	8%	6%	6%	8%
I don't care about hockey at all	28%	32%	19%	27%	26%	25%	37%	26%	28%	28%	21%	35%	31%	26%	26%	25%	19%	19%	38%	33%	35%	31%	31%	28%	23%	29%	38%	27%	22%	31%	27%	26%	26%	36%	
Top2box	36%	25%	43%	35%	42%	40%	30%	38%	36%	32%	47%	26%	33%	38%	36%	39%	49%	50%	27%	27%	24%	25%	34%	36%	42%	33%	38%	29%	37%	42%	36%	35%	36%	37%	30%

A3. And what about this year's playoffs, which start on April 17, how excited would you say you are to watch this?

Sample Size = Exclude 'Don't Care' about hockey		1167	143	118	91	95	335	255	115	983	169	621	541	298	385	484	161	205	255	133	180	229	42	255	236	149	210	273	235	365	419	437	368	361	972	195
Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Education			Language					
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	English	French		
Very excited – can't wait	12%	8%	19%	9%	15%	15%	6%	11%	13%	5%	17%	7%	17%	13%	9%	22%	19%	12%	12%	5%	5%	9%	19%	11%	15%	10%	8%	10%	12%	16%	13%	11%	12%	14%	5%	
Pretty excited – looking forward to it	31%	20%	29%	34%	40%	37%	27%	33%	31%	31%	35%	28%	28%	32%	33%	27%	35%	39%	30%	28%	26%	30%	28%	31%	33%	29%	36%	29%	34%	29%	31%	35%	29%	32%	28%	
Not that excited – I could take it or leave it	44%	63%	42%	40%	40%	37%	46%	49%	43%	47%	39%	49%	40%	45%	46%	38%	38%	41%	41%	52%	52%	49%	38%	47%	41%	45%	47%	48%	43%	43%	44%	41%	47%	44%	45%	
Not excited at all – don't care	12%	9%	10%	17%	5%	12%	21%	7%	12%	17%	9%	16%	14%	11%	12%	13%	8%	8%	16%	14%	18%	12%	15%	11%	11%	16%	10%	12%	11%	12%	13%	12%	10%	22%		
Top2box	44%	28%	48%	43%	55%	52%	33%	44%	45%	35%	52%	34%	46%	44%	42%	49%	54%	52%	43%	34%	30%	39%	47%	42%	48%	39%	43%	40%	45%	45%	44%	46%	41%	46%	33%	
Bottom2box	56%	72%	52%	57%	45%	48%	67%	56%	55%	65%	48%	66%	54%	56%	58%	51%	46%	48%	57%	66%	70%	61%	53%	58%	52%	61%	57%	60%	55%	55%	56%	54%	59%	54%	67%	

A3. (Rebase to all) And what about this year's playoffs, which start on April 17, how excited would you say you are to watch this?

Sample Size		1626	208	149	125	130	454	405	155	1388	238	783	833	434	523	669	214	253	316	213	266	353	61	372	330	193	297	372	377	503	539	630	508	488	1322	304
Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Education			Language					
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	English	French		
Very excited – can't wait	9%	5%	16%	7%	11%	11%	4%	8%	10%	3%	13%	4%	12%	9%	6%	17%	15%	10%	8%	4%	3%	6%	13%	8%	11%	7%	6%	7%	8%	12%	9%	8%	9%	10%	3%	
Pretty excited – looking forward to it	22%	14%	24%	25%	29%	27%	17%	24%	23%	22%	27%	18%	20%	23%	24%	20%	28%	32%	19%	19%	17%	21%	19%	22%	26%	21%	26%	18%	25%	23%	21%	25%	21%	23%	18%	
Not that excited – I could take it or leave it	32%	43%	34%	29%	30%	28%	29%	36%	31%	34%	31%	32%	27%	33%	33%	29%	31%	33%	26%	35%	34%	34%	26%	34%	32%	32%	35%	30%	31%	33%	30%	30%	35%	32%	29%	
Not excited at all – don't care	9%	6%	8%	12%	4%	9%	13%	5%	8%	12%	7%	11%	10%	8%	9%	10%	6%	6%	10%	10%	11%	8%	10%	8%	9%	11%	7%	8%	8%	9%	8%	9%	9%	8%	14%	
I don't care about hockey at all	28%	32%	19%	27%	26%	25%	37%	26%	28%	28%	21%	35%	31%	26%	28%	25%	19%	19%	38%	33%	35%	31%	31%	28%	23%	29%	27%	38%	27%	22%	31%	27%	26%	26%	36%	
Top2box	31%	19%	39%	32%	40%	38%	21%	32%	32%	25%	41%	22%	32%	33%	30%	36%	44%	42%	26%	23%	20%	27%	32%	30%	37%	28%	32%	25%	33%	35%	31%	33%	30%	34%	21%	

A4. [The way the NHL game is played, how entertaining/compelling it is] When you think about each of the following, in which decade would you say it was at its best?

Sample Size = Exclude 'Don't Care' about hockey		1167	143	118	91	95	335	255	115	983	169	621	541	298	385	484	161	205	255	133	180	229	42	255	236	149	210	273	235	365	419	437	368	361	972	195
Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Education			Language					
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	English	French		
It's as good now as it has ever been	16%	14%	21%	15%	22%	17%	11%	14%	16%	13%	20%	10%	18%	15%	15%	27%	19%	18%	8%	10%	12%	10%	19%	14%	17%	11%	18%	14%	16%	18%	17%	13%	17%	17%	10%	
1960s	6%	7%	5%	4%	3%	7%	5%	11%	6%	8%	7%	6%	4%	1%	12%	2%	1%	15%	5%	2%	10%	5%	4%	1%	2%	5%	17%	10%	7%	5%	7%	7%	5%	7%	4%	
1970s	13%	11%	5%	11%	6%	13%	22%	12%	12%	21%	14%	12%	2%	4%	27%	3%	3%	28%	1%	5%	25%	2%	2%	6%	2%	26%	27%	14%	15%	10%	19%	10%	9%	11%	22%	
1980s	16%	9%	26%	18%	14%	14%	18%	19%	16%	15%	15%	18%	8%	20%	18%	7%	21%	15%	10%	19%	22%	4%	9%	12%	32%	25%	13%	14%	15%	16%	17%	16%	15%	16%	19%	
1990s	15%	17%	11%	14%	9%	17%	15%	12%	15%	17%	14%	16%	13%	26%	7%	7%	27%	8%	19%	24%	7%	6%	14%	28%	22%	11%	5%	15%	13%	18%	13%	17%	15%	15%	16%	
2000s	7%	7%	4%	7%	7%	8%	7%	7%	7%	7%	8%	6%	17%	7%	2%	18%	8%	1%	14%	5%	2%	16%	17%	8%	4%	3%	1%	8%	7%	8%	5%	6%	7%	7%	4%	
2010s	4%	5%	5%	7%	7%	4%	3%	6%	5%	1%	5%	4%	11%	4%	1%	13%	4%	1%	8%	4%	1%	11%	11%	5%	3%	2%	0%	4%	5%	4%	4%	7%	3%	5%	2%	
Really not sure	22%	30%	23%	25%	32%	20%	20%	18%	23%	19%	18%	28%	28%	23%	18%	23%	17%	15%	35%	30%	22%	46%	25%	27%	17%	18%	18%	21%	21%	21%	18%	23%	27%	23%	20%	

A4. [The skill level of NHL players] When you think about each of the following, in which decade would you say it was at its best?

Total	Region							Geo Type		Gender		Age			Gender-Age					Age (Fine)					Household Income			Education			Language				
	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	English	French	
It's as good now as it has ever been	31%	27%	45%	43%	45%	30%	25%	26%	32%	30%	38%	24%	32%	32%	30%	38%	39%	36%	25%	24%	23%	21%	34%	30%	36%	24%	34%	25%	27%	40%	31%	27%	36%	33%	24%
1960s	3%	1%			2%	3%	5%	6%	2%	5%	2%	4%	2%	1%	4%	1%	1%	3%	5%	2%	5%	1%	3%	1%	1%	3%	5%	6%	2%	2%	4%	3%	2%	2%	5%
1970s	6%	5%	2%	2%	1%	6%	11%	7%	6%	9%	6%	7%	3%	4%	10%	5%	2%	9%	2%	6%	11%	8%	2%	3%	4%	11%	9%	7%	7%	4%	6%	7%	5%	5%	12%
1980s	11%	12%	11%	7%	3%	10%	15%	10%	11%	12%	10%	12%	4%	14%	13%	2%	13%	11%	6%	15%	14%	3%	4%	9%	22%	18%	8%	13%	12%	8%	13%	10%	9%	10%	15%
1990s	9%	7%	7%	6%	7%	10%	10%	8%	9%	8%	10%	7%	14%	5%	6%	13%	4%	10%	16%	6%	5%	8%	16%	12%	7%	4%	10%	10%	8%	10%	10%	6%	9%	10%	10%
2000s	6%	7%	1%	10%	5%	8%	4%	8%	7%	6%	7%	6%	9%	6%	5%	9%	7%	6%	10%	5%	4%	12%	8%	7%	4%	7%	4%	7%	7%	6%	6%	7%	7%	7%	4%
2010s	15%	17%	16%	17%	15%	14%	13%	19%	16%	12%	18%	11%	21%	11%	15%	26%	12%	18%	15%	10%	11%	16%	22%	13%	7%	15%	13%	16%	15%	12%	17%	16%	15%	13%	
Really not sure	19%	24%	17%	16%	22%	18%	17%	17%	19%	18%	12%	25%	20%	17%	18%	14%	12%	28%	23%	26%	34%	18%	20%	13%	16%	20%	19%	19%	14%	17%	19%	19%	19%	16%	

A5. As a fan, which format do you prefer?

Sample Size = Diehard/Follow Closely	617																														60																														70																														46																														53																														185																														118																														65																														518																														79																														383																														230																														156																														215																														246																														89																														136																														158																														65																														78																														88																														18																														138																														124																														91																														103																														143																														122																														200																														229																														245																														184																														187																														526																														91																													
	Total	Region							Geo Type		Gender		Age			Gender-Age			Age (Fine)						Household Income			Education			Language																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	English	French																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
I like the old 1 through 8 conference format better	67%	60%	65%	80%	59%	70%	61%	77%	66%	72%	73%	57%	62%	69%	68%	72%	77%	71%	49%	55%	64%	68%	62%	66%	73%	76%	62%	66%	61%	74%	71%	68%	61%	68%	60%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
I like the new 1 through 4 division format better	12%	8%	14%	7%	2%	12%	18%	8%	12%	13%	13%	11%	21%	10%	9%	19%	11%	11%	24%	8%	5%	6%	23%	12%	8%	3%	13%	7%	16%	13%	9%	10%	19%	11%	19%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
I don't really care either way	21%	32%	22%	13%	39%	17%	21%	15%	22%	14%	14%	32%	17%	21%	23%	10%	12%	18%	27%	37%	32%	27%	15%	22%	19%	21%	24%	26%	23%	13%	20%	22%	20%	21%	22%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

A6. It has now been 30 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?

Sample Size = Exclude 'Don't Care' about hockey	1167																														143																														118																														91																														95																														335																														255																														115																														983																														169																														621																														541																														298																														385																														484																														161																														205																														255																														133																														180																														229																														42																														255																														236																														149																														210																														273																														235																														365																														419																														437																														368																														361																														972																														195																													
	Total	Region							Geo Type		Gender		Age			Gender-Age			Age (Fine)						Household Income			Education			Language																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	English	French																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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Toronto Maple Leafs	26%	7%	7%	18%	8%	43%	22%	31%	27%	20%	27%	26%	25%	24%	29%	28%	23%	29%	23%	25%	28%	23%	26%	25%	22%	29%	28%	22%	26%	28%	29%	23%	25%	27%	20%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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No Canadian team will ever win the Cup again	5%	8%	4%	4%	6%	3%	6%	7%	4%	11%	5%	5%	4%	7%	4%	2%	7%	5%	8%	6%	3%	5%	4%	7%	6%	4%	3%	7%	4%	5%	5%	5%	4%	5%	6%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Really can't say	21%	26%	13%	19%	20%	20%	24%	27%	21%	23%	19%	24%	18%	20%	24%	17%	18%	21%	20%	21%	28%	19%	18%	18%	21%	26%	23%	23%	22%	18%	20%	24%	20%	20%	26%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

A7. And which team would you say is your favourite from the Canadian teams?

	Total	Region							Geo Type		Gender		Age			Gender-Age			Age (Fine)						Household Income			Education			Language					
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	English	French	
		Calgary Flames	8%	6%	39%	16%	3%	2%	1%	6%	8%	7%	7%	8%	10%	8%	6%	10%	7%	5%	9%	9%	8%	9%	10%	7%	9%	5%	7%	6%	6%	10%	6%	8%	9%	1%
Edmonton Oilers	10%	7%	43%	29%	2%	5%	4%	4%	9%	15%	11%	9%	10%	12%	9%	7%	16%	9%	13%	7%	9%	7%	10%	9%	16%	9%	10%	9%	12%	9%	9%	15%	7%	12%	3%	
Montreal Canadiens	25%	6%	3%	10%	4%	13%	77%	30%	24%	27%	24%	25%	21%	25%	26%	21%	27%	24%	22%	22%	29%	26%	20%	28%	19%	24%	28%	35%	24%	23%	23%	29%	22%	14%	76%	
Ottawa Senators	6%	1%	4%		1%	10%	3%	6%	6%	5%	6%	8%	4%	5%	8%	3%	6%	7%	6%	5%	12%	8%	4%	3%	7%	5%	5%	6%	5%	6%	5%	6%	5%	3%	3%	
Toronto Maple Leafs	28%	4%	2%	12%	5%	58%	4%	41%	29%	24%	28%	29%	28%	27%	29%	31%	25%	29%	26%	30%	30%	14%	31%	26%	29%	32%	27%	23%	27%	30%	31%	22%	32%	34%	2%	
Vancouver Canucks	10%	66%	4%	8%	5%	1%	2%	1%	11%	7%	10%	11%	9%	14%	9%	9%	12%	9%	8%	17%	8%	13%	8%	15%	13%	7%	10%	10%	10%	12%	7%	12%	12%	2%	2%	
Winnipeg Jets	4%	1%		10%	73%	3%	0%	1%	4%	4%	4%	4%	4%	4%	5%	4%	4%	5%	3%	4%	4%	6%	3%	4%	4%	6%	4%	4%	4%	5%	4%	4%	4%	5%	0%	0%
I don't cheer for any specific Canadian team	9%	11%	5%	16%	7%	8%	10%	13%	9%	10%	10%	8%	11%	6%	10%	10%	6%	13%	12%	6%	7%	13%	11%	6%	7%	11%	9%	8%	11%	9%	10%	9%	8%	8%	12%	

A8. And if you had to pick one, which would you say is your least favourite Canadian team?

	Total	Region							Geo Type		Gender		Age			Gender-Age			Age (Fine)						Household Income			Education			Language				
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	College/Trade school	Univ+	English	French
		Calgary Flames	4%	6%	11%	5%	4%	3%	1%	4%	4%	4%	5%	4%	5%	5%	3%	6%	5%	3%	5%	5%	2%	5%	5%	6%	5%	4%	2%	5%	4%	5%	3%	5%	5%
Edmonton Oilers	4%	6%	13%	3%	3%	2%	3%	7%	5%	2%	5%	4%	8%	4%	3%	8%	3%	4%	7%	5%	1%	12%	7%	4%	3%	2%	4%	6%	3%	5%	3%	5%	5%	2%	2%
Montreal Canadiens	15%	6%	11%	39%	14%	22%	5%	20%	14%	21%	17%	13%	14%	13%	17%	15%	13%	22%	13%	14%	12%	9%	14%	10%	18%	18%	17%	12%	16%	19%	12%	13%	17%	4%	4%
Ottawa Senators	9%	7%	9%	4%	8%	11%	10%	5%	10%	6%	10%	9%	10%	12%	7%	10%	12%	7%	10%	12%	6%	10%	10%	14%	9%	8%	5%	8%	10%	9%	7%	12%	9%	9%	11%
Toronto Maple Leafs	22%	25%	17%	22%	40%	17%	31%	17%	21%	24%	25%	18%	23%	27%	17%	24%	32%	20%	23%	20%	13%	16%	25%	29%	22%	18%	16%	18%	20%	27%	19%	22%	24%	21%	27%
Vancouver Canucks	5%	5%	9%	3%	3%	5%	5%	3%	5%	7%	4%	6%	8%	4%	5%	7%	4%	2%	8%	3%	7%	14%	7%	4%	3%	5%	4%	5%	6%	5%	6%	5%	5%	6%	6%
Winnipeg Jets	7%	6%	4%	1%	2%	9%	8%	7%	7%	4%	8%	6%	9%	6%	7%	11%	6%	7%	5%	6%	7%	7%	9%	5%	8%	9%	5%	7%	7%	6%	6%	8%	7%	8%	8%
I don't dislike any of them	33%	40%	25%	22%	25%	32%	38%	38%	33%	32%	27%	41%	23%	29%	43%	19%	24%	34%	28%	35%	52%	26%	23%	28%	31%	36%	48%	40%	34%	27%	37%	31%	31%	32%	42%

A9. 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							Geo Type		Gender		Age			Gender-Age						Age (Fine)					Household Income			Education			Language		
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	College/ Trade school	Univ+	English	French
Yes, I want Canada's teams to succeed	64%	71%	61%	57%	75%	67%	53%	73%	64%	65%	61%	69%	58%	64%	68%	59%	56%	65%	57%	74%	72%	57%	59%	66%	61%	68%	68%	67%	65%	62%	64%	63%	67%	67%	50%
No, I consider them rivals to my favourite team	9%	5%	7%	11%	4%	7%	19%	4%	10%	6%	9%	9%	12%	8%	8%	11%	8%	9%	14%	8%	7%	15%	12%	7%	8%	8%	9%	10%	10%	9%	10%	9%	8%	7%	21%
It depends which team, some I'll cheer for, but some are rivals	26%	23%	32%	32%	21%	26%	28%	23%	26%	29%	30%	22%	30%	28%	24%	30%	36%	26%	29%	18%	21%	28%	30%	26%	30%	25%	23%	24%	25%	29%	26%	28%	25%	26%	29%