

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Sample size	1607	177	434	518	478

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

Hockey Fans	1130	177	434	518	-
	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Very closely, I watch a lot	18%	76%	16%	0%	
Fairly closely, I watch a few games or my team if they're playing	34%	23%	66%	12%	
I might watch a game or two if I happen to catch them, but don't follow that closely	37%	1%	17%	67%	
I don't watch at all	10%		1%	21%	
Top2box	53%	99%	82%	12%	
Bottom2box	47%	1%	18%	88%	

A3. And what about this year's playoffs, which have just begun, how excited would you say you are to watch this?

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Very excited	22%	80%	22%	1%	
Pretty excited	32%	16%	59%	16%	
Not that excited – I could take it or leave it	38%	4%	17%	68%	
Not excited at all – don't care	7%	0%	1%	15%	
Top2box	54%	96%	82%	17%	
Bottom2box	46%	4%	18%	83%	

A4, It has now been 32 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	NHL Fan			
		Diehard	Fan	Casual	Don't care
Toronto Maple Leafs	22%	31%	24%	18%	
Winnipeg Jets	19%	26%	25%	12%	
Edmonton Oilers	16%	15%	20%	13%	
Montreal Canadiens	14%	15%	16%	13%	
Vancouver Canucks	3%	5%	3%	4%	
Ottawa Senators	3%	2%	2%	3%	
Calgary Flames	2%	2%	2%	1%	
No Canadian team will ever win the Cup again	2%	0%	1%	3%	
Really can't say	18%	4%	7%	32%	

A5. And regardless of their prospects in the playoffs this year, which team would you say is your favourite Canadian team?

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Montreal Canadiens	27%	27%	29%	25%	
Toronto Maple Leafs	25%	32%	26%	22%	
Vancouver Canucks	12%	10%	11%	14%	
Edmonton Oilers	11%	15%	13%	8%	
Calgary Flames	6%	5%	7%	6%	
Winnipeg Jets	5%	7%	5%	5%	
Ottawa Senators	5%	4%	5%	4%	
I don't cheer for any specific Canadian team	9%	1%	4%	16%	

A6. And if you had to pick one, which would you say is your least favourite Canadian team?

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Toronto Maple Leafs	22%	35%	27%	13%	
Montreal Canadiens	13%	21%	12%	11%	
Ottawa Senators	8%	11%	12%	4%	
Edmonton Oilers	7%	11%	8%	4%	
Calgary Flames	6%	5%	6%	6%	
Vancouver Canucks	6%	4%	8%	4%	
Winnipeg Jets	3%	2%	2%	5%	
I don't dislike any of them	36%	11%	25%	53%	

A7. 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	NHL Fan			
		Diehard	Fan	Casual	Don't care
Yes, I want Canada's teams to succeed	71%	60%	71%	74%	
No, I consider them rivals to my favourite team	8%	13%	9%	5%	
It depends which team, some I'll cheer for, but some are rivals	22%	27%	20%	21%	

A8. Five Canadian teams are competing for the Stanley Cup this year. Ottawa, Montreal, Edmonton, Winnipeg, and Toronto. Of those options, which would you like to see win the Cup?

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Toronto	31%	34%	30%	31%	
Montreal	30%	27%	30%	31%	
Edmonton	18%	19%	17%	18%	
Winnipeg	15%	14%	17%	13%	
Ottawa	6%	7%	6%	6%	

A9. [NET Positive] Would you say you have a positive or negative view of the following people.

Sample size	1607	177	434	518	478
	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Wayne Gretzky	47%	60%	54%	42%	41%
NHL Commissioner Gary Bettman	14%	27%	20%	13%	5%
Sidney Crosby	80%	95%	95%	85%	55%
Connor McDavid	60%	91%	88%	59%	23%

A9. [NET negative] Would you say you have a positive or negative view of the following people.

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Wayne Gretzky	45%	40%	46%	50%	40%
NHL Commissioner Gary Bettman	43%	70%	63%	39%	19%
Sidney Crosby	3%	4%	3%	2%	4%

Connor McDavid	4%	9%	6%	3%	3%
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A9. [Wayne Gretzky] Would you say you have a positive or negative view of the following people.

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Very positive	19%	30%	28%	18%	10%
Positive	27%	30%	26%	24%	31%
Negative	23%	19%	24%	24%	21%
Very negative	22%	21%	21%	26%	19%
Not sure/Don't know who this is	8%		1%	7%	19%
Net: Positive	47%	60%	54%	42%	41%
Net: Negative	45%	40%	46%	50%	40%

A9. [NHL Commissioner Gary Bettman] Would you say you have a positive or negative view of the following people.

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Very positive	1%	5%	1%	0%	0%
Positive	13%	22%	19%	13%	5%
Negative	23%	34%	35%	23%	9%
Very negative	20%	37%	28%	16%	10%
Not sure/Don't know who this is	43%	2%	17%	49%	76%
Net: Positive	14%	27%	20%	13%	5%
Net: Negative	43%	70%	63%	39%	19%

A9. [Sidney Crosby] Would you say you have a positive or negative view of the following people.

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Very positive	39%	72%	58%	36%	14%
Positive	41%	23%	37%	49%	42%
Negative	2%	3%	2%	1%	3%
Very negative	1%	1%	1%	1%	1%
Not sure/Don't know who this is	17%	1%	2%	13%	41%
Net: Positive	80%	95%	95%	85%	55%
Net: Negative	3%	4%	3%	2%	4%

A9. [Connor McDavid] Would you say you have a positive or negative view of the following people.

	Total	NHL Fan			
		Diehard	Fan	Casual	Don't care
Very positive	27%	58%	45%	20%	6%
Positive	33%	33%	43%	39%	17%
Negative	3%	7%	5%	2%	2%
Very negative	1%	1%	1%	0%	1%
Not sure/Don't know who this is	36%		6%	38%	74%
Net: Positive	60%	91%	88%	59%	23%
Net: Negative	4%	9%	6%	3%	3%