

A6. 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	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			HHI (Fine)					Education					2025 Fed Vote					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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
	Yes, I want Canada's teams to succeed	72%	69%	62%	66%	70%	81%	61%	78%	73%	63%	68%	76%	76%	71%	70%	66%	70%	67%	84%	72%	73%	74%	75%	66%	77%	71%	70%	70%	71%	75%	74%	66%	68%	74%	74%	69%	60%	76%	53%	68%	71%	75%	57%		
No, I consider them rivals to my favourite team	9%	9%	12%	12%	7%	4%	16%	5%	8%	12%	11%	7%	11%	8%	15%	9%	9%	7%	7%	6%	11%	11%	10%	5%	6%	9%	8%	9%	12%	7%	8%	10%	6%	9%	11%	7%	7%	11%	6%	17%	3%	8%	7%	18%		
It depends which team, some I'll cheer for, but some are rivals	20%	22%	25%	21%	23%	15%	23%	17%	19%	25%	22%	18%	14%	21%	22%	19%	22%	23%	10%	21%	21%	15%	14%	24%	18%	23%	21%	21%	19%	18%	23%	21%	16%	20%	25%	21%	18%	19%	24%	14%	30%	29%	21%	19%	24%	

A7. Three Canadian teams are competing for the Stanley Cup this year. Ottawa, Montreal, and Edmonton. Of those options, which would you like to see win the Cup?

Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			HHI (Fine)					Education					2025 Fed Vote					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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
	Montreal	48%	38%	21%	18%	24%	37%	88%	43%	48%	35%	45%	47%	48%	44%	47%	41%	48%	45%	48%	44%	55%	44%	44%	45%	46%	48%	52%	41%	47%	43%	46%	43%	44%	53%	31%	53%	48%	97%	62%	41%	37%	86%			
Edmonton	24%	39%	67%	72%	56%	33%	7%	35%	33%	40%	37%	31%	31%	33%	29%	44%	37%	33%	35%	29%	31%	30%	39%	40%	35%	32%	34%	37%	52%	32%	37%	36%	29%	53%	27%	33%	1%	15%	27%	40%	8%					
Ottawa	15%	10%	8%	6%	11%	27%	5%	16%	15%	19%	12%	18%	16%	13%	11%	13%	20%	15%	20%	13%	17%	13%	12%	15%	17%	18%	12%	16%	14%	13%	18%	16%	14%	13%	18%	1%	1%	5%	26%	17%	5%	5%				
None of them	4%	12%	5%	4%	9%	4%	1%	3%	4%	5%	4%	7%	3%	3%	12%	4%	2%	3%	3%	5%	1%	8%	4%	3%	4%	3%	5%	5%	4%	8%	3%	5%	3%	2%	6%	4%	5%	4%	5%	3%	4%	1%	18%	6%	5%	0%

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

Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			HHI (Fine)					Education					2025 Fed Vote					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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French		
	Very closely, I watch a lot	14%	18%	22%	13%	15%	14%	11%	8%	14%	14%	18%	10%	8%	17%	17%	12%	19%	22%	4%	14%	12%	4%	9%	12%	23%	20%	15%	11%	13%	18%	10%	11%	13%	19%	16%	15%	15%	16%	16%	11%	18%	12%	13%	14%	20%	9%	15%
Fairly closely, I watch a few games or my team if they're playing	27%	20%	28%	25%	27%	25%	32%	32%	27%	26%	32%	22%	26%	26%	28%	29%	32%	33%	22%	21%	24%	26%	26%	30%	22%	32%	27%	27%	24%	29%	27%	27%	24%	30%	26%	29%	28%	25%	28%	27%	29%	26%	31%	10%	22%	26%	32%	
I might watch a game or two if I happen to catch them, but don't follow that closely	26%	32%	21%	30%	30%	27%	22%	22%	26%	26%	22%	30%	30%	25%	24%	23%	21%	22%	36%	29%	26%	20%	32%	27%	22%	19%	27%	23%	28%	25%	23%	23%	28%	20%	31%	31%	22%	27%	31%	25%	28%	27%	22%	23%	23%	27%	22%	
I don't watch at all	3%	2%	3%	6%	2%	3%	3%	9%	3%	6%	2%	8%	3%	2%	5%	2%	0%	3%	5%	3%	7%	3%	4%	1%	2%	3%	6%	6%	2%	3%	7%	6%	2%	4%	1%	1%	6%	2%	2%	2%	4%	6%	3%	9%	5%	4%	2%	
I don't care about hockey at all	30%	28%	27%	26%	26%	31%	31%	28%	30%	29%	27%	33%	33%	31%	26%	34%	27%	20%	33%	34%	31%	48%	29%	30%	31%	27%	26%	33%	32%	26%	34%	33%	32%	26%	26%	24%	30%	31%	28%	29%	26%	28%	31%	37%	42%	29%	33%	
Top2box	41%	38%	50%	38%	42%	38%	43%	41%	41%	40%	50%	33%	34%	43%	45%	41%	57%	55%	26%	35%	36%	29%	35%	41%	44%	52%	41%	38%	37%	47%	36%	39%	37%	50%	41%	44%	43%	41%	39%	45%	41%	38%	45%	30%	31%	41%	43%	
Bottom2box	29%	34%	24%	36%	32%	31%	25%	32%	29%	32%	24%	35%	33%	27%	29%	25%	21%	25%	41%	32%	33%	23%	36%	28%	24%	22%	33%	29%	31%	28%	30%	29%	31%	24%	32%	32%	27%	28%	34%	27%	33%	32%	24%	32%	27%	30%	25%	

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

Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			HHI (Fine)					Education					2025 Fed Vote					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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
	Very excited	13%	7%	12%	15%	7%	10%	24%	7%	13%	13%	16%	10%	9%	17%	12%	11%	21%	16%	7%	14%	9%	12%	8%	13%	22%	14%	12%	11%	12%	15%	17%	8%	12%	14%	16%	18%	15%	14%	8%	13%	12%	9%	26%	9%	12%	10%
Pretty excited	22%	23%	28%	15%	16%	17%	25%	22%	20%	26%	18%	22%	20%	23%	26%	23%	28%	16%	17%	18%	20%	23%	21%	18%	26%	21%	22%	19%	22%	22%	19%	22%	23%	23%	21%	20%	24%	22%	21%	23%	24%	20%	20%	21%	25%	23%	
Not that excited - I could take it or leave it	30%	33%	29%	36%	43%	34%	18%	32%	30%	31%	27%	33%	28%	29%	32%	23%	26%	30%	33%	31%	33%	17%	31%	31%	26%	27%	34%	27%	31%	31%	22%	29%	31%	32%	30%	29%	26%	30%	34%	32%	33%	34%	19%	21%	19%	33%	17%
Not excited at all - don't care	6%	9%	4%	8%	8%	1%	9%	6%	8%	5%	7%	7%	4%	7%	6%	3%	8%	4%	9%	3%	7%	7%	6%	3%	9%	5%	7%	6%	6%	5%	7%	6%	6%	4%	8%	4%	8%	5%	4%	8%	6%	14%	8%	7%	0%		
I don't care about hockey at all	30%	28%	27%	26%	26%	31%	31%	28%	30%	29%	27%	33%	33%	31%	26%	34%	27%	20%	33%	34%	31%	48%	29%	30%	31%	27%	26%	33%	32%	26%	34%	33%	32%	26%	26%	24%	30%	31%	28%	29%	26%	28%	31%	37%	42%	29%	33%
Top2box	35%	30%	40%	30%	23%	27%	50%	32%	35%	33%	42%	28%	31%	37%	35%	37%	43%	44%	25%	31%	27%	32%	31%	34%	40%	39%	33%	33%	31%	38%	39%	31%	31%	36%	38%	41%	36%	34%	32%	35%	33%	32%	50%	28%	32%	31%	50%
Bottom2box	36%	42%	33%	44%	51%	42%	19%	41%	35%	38%	31%	40%	36%	32%	39%	29%	29%	36%	42%	36%	42%	20%	40%	35%	29%	34%	42%	33%	37%	37%	27%	37%	37%	38%	36%	36%	34%	35%	40%	36%	40%	39%	19%	34%	27%	40%	18%

A4. (Rebase to All Respondents) It has now been 33 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	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			HHI (Fine)					Education					2025 Fed Vote					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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
	Montreal Canadiens	22%	12%	11%	10%	7%	16%	44%	22%	22%	15%	23%	20%	19%	20%	25%	22%	17%	30%	16%	23%	20%	23%	18%	18%	23%	24%	25%	21%	21%	22%	18%	23%	21%	20%	19%	30%	22%	21%	21%	17%	24%	22%	44%	34%	12%	17%
Edmonton Oilers	19%	25%	34%	32%	24%	18%	8%	18%	19%	8%	18%	21%	22%	16%	17%	22%	16%	23%	17%	19%	14%	12%	18%	25%	20%	21%	17%	14%	16%	25%	12%	15%	16%	25%	29%	22%	19%	19%	20%	26%	16%	23%	7%	12%	14%	22%	8%
Toronto Maple Leafs	8%	4%	0%	3%	4%	11%	1%	12%	6%	7%	0%	6%	9%	6%	6%	6%	9%	6%	9%	10%	4%	4%	6%	10%	5%	5%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	1%	2%	10%	7%	1%
Ottawa Senators	3%	2%	1%	0%	1%	6%	2%	0%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	4%	4%	2%	1%	5%	3%	3%	3%	3%	5%	2%	3%	3%	1%	2%	3%	3%	3%	3%	2%	4%	3%	2%	2%	2%	3%	1%	
Calgary Flames	2%	1%	5%	4%	1%	3%	1%	1%	2%	3%	2%	3%	2%	2%	1%	2%	2%	4%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	2%	1%	0%	1%	3%	3%	4%	1%	1%	1%	1%	3%	2%	2%		
Winnipeg Jets	2%	3%	2%	3%	23%	1%	0%	1%	2%	2%	2%	1%	3%	2%	1%	2%	3%	2%	3%	2%	3%	1%	4%	2%	3%	1%	4%	2%	2%	2%	0%	1%	3%	2%	2%	0%	1%	3%	2%	2%	3%	2%	2%	1%	3%		
Vancouver Canucks	2%	8%	2%				1%	1%	1%	3%	1%	2%	2%	2%	2%	1%	1%	1%	3%	2%	2%	2%	2%																								

A5. (Rebase to All Respondents) And regardless of their prospects in the playoffs this year, which team would you say is your favourite Canadian team?

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education			2025 Fed Vote							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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
		Montreal Canadiens	22%	5%	3%	6%	1%	14%	59%	22%	22%	22%	21%	19%	21%	25%	18%	20%	28%	20%	21%	22%	28%	16%	21%	21%	25%	25%	25%	20%	22%	24%	25%	20%	21%	19%	26%	22%	21%	22%	15%	23%	20%	67%	13%	16%	13%	58%
Toronto Maple Leafs	16%	1%	1%	15%	1%	34%	1%	27%	16%	16%	16%	16%	14%	17%	15%	15%	17%	16%	14%	17%	13%	16%	14%	15%	16%	18%	18%	12%	19%	19%	17%	12%	19%	13%	23%	16%	15%	17%	18%	20%	9%	0%	22%	16%	19%	0%		
Vancouver Canucks	8%	46%	4%	3%	2%	3%	0%	4%	8%	8%	8%	8%	8%	7%	9%	7%	8%	8%	9%	8%	1%	11%	11%	8%	8%	7%	6%	9%	5%	8%	9%	9%	12%	7%	6%	8%	10%	9%	7%	18%	4%	9%	10%					
Edmonton Oilers	8%	6%	34%	24%	3%	3%	4%	5%	8%	9%	9%	7%	8%	9%	8%	7%	10%	9%	9%	6%	7%	6%	9%	7%	9%	7%	6%	3%	9%	11%	7%	9%	7%	8%	11%	7%	5%	1%	4%	6%	9%	4%						
Calgary Flames	4%	3%	23%	7%	1%	2%	0%	3%	4%	3%	6%	2%	4%	5%	4%	5%	8%	5%	4%	1%	2%	1%	6%	6%	3%	5%	3%	2%	6%	4%	4%	6%	4%	3%	4%	6%	3%	7%	3%	2%	4%	2%	5%	1%				
Ottawa Senators	3%	1%	2%	1%	3%	3%	7%	2%	1%	3%	3%	3%	4%	2%	3%	4%	2%	3%	4%	1%	5%	5%	2%	3%	5%	3%	5%	3%	4%	2%	5%	3%	3%	2%	3%	4%	3%	4%	3%	4%	3%	2%	2%	4%	2%			
Winnipeg Jets	3%	1%	2%	9%	64%	0%		2%	3%	4%	3%	3%	3%	4%	3%	4%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%	2%	4%	4%	3%	5%	2%	3%	4%	3%	4%	4%	7%		1%	4%				
I don't cheer for any specific Canadian team	6%	7%	7%	8%	2%	7%	3%	9%	6%	5%	7%	6%	6%	6%	8%	6%	6%	5%	6%	6%	6%	2%	8%	6%	7%	4%	7%	4%	5%	7%	5%	4%	5%	6%	7%	7%	8%	5%	5%	8%	5%	5%	1%	16%	7%	7%	2%	
I don't care about hockey at all	30%	28%	27%	26%	26%	31%	31%	28%	30%	29%	27%	33%	33%	31%	26%	34%	27%	20%	33%	34%	31%	48%	29%	30%	31%	27%	26%	33%	32%	28%	34%	33%	32%	26%	26%	24%	30%	31%	28%	29%	26%	28%	31%	37%	42%	29%	33%	

A6. (Rebase to All Respondents) 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	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education			2025 Fed Vote							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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
		Yes, I want Canada's teams to succeed	50%	50%	46%	49%	52%	56%	42%	56%	51%	45%	50%	51%	50%	49%	52%	44%	50%	54%	56%	48%	50%	39%	53%	46%	53%	52%	52%	47%	48%	54%	46%	47%	48%	55%	55%	51%	48%	51%	54%	46%	59%	54%	37%	42%	42%	53%
No, I consider them rivals to my favourite team	6%	6%	9%	9%	5%	3%	11%	4%	6%	9%	8%	4%	7%	5%	6%	10%	6%	8%	5%	5%	4%	6%	8%	7%	4%	4%	7%	6%	6%	6%	8%	5%	6%	7%	4%	7%	7%	5%	5%	8%	5%	5%	11%	2%	4%	5%	12%	
It depends which team, some I'll cheer for, but some are rivals	14%	16%	19%	16%	17%	10%	16%	12%	13%	18%	16%	12%	10%	15%	16%	13%	16%	19%	7%	14%	14%	8%	10%	17%	12%	17%	16%	14%	14%	14%	12%	15%	14%	12%	15%	19%	15%	13%	14%	17%	10%	12%	21%	18%	12%	13%	16%	
I don't care about hockey at all	30%	28%	27%	26%	26%	31%	31%	28%	30%	29%	27%	33%	33%	31%	26%	34%	27%	20%	33%	34%	31%	48%	29%	30%	31%	27%	26%	33%	32%	28%	34%	33%	32%	26%	26%	24%	30%	31%	28%	29%	26%	28%	31%	37%	42%	29%	33%	

A7. (Rebase to All Respondents) Three Canadian teams are competing for the Stanley Cup this year. Ottawa, Montreal, and Edmonton. Of those options, which would you like to see win the Cup?

	Total	Province							Geo Type		Gender		Age			Gender-Age						Age (Fine)						HHI			HHI (Fine)						Education			2025 Fed Vote							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+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
		Montreal	32%	28%	15%	13%	18%	25%	60%	31%	34%	25%	33%	32%	31%	31%	35%	31%	30%	38%	31%	32%	32%	29%	31%	31%	31%	34%	36%	35%	28%	34%	34%	35%	28%	35%	32%	35%	30%	30%	38%	22%	39%	35%	67%	39%	24%	27%
Edmonton	24%	29%	48%	54%	41%	23%	5%	28%	23%	28%	27%	21%	20%	27%	24%	19%	32%	30%	21%	23%	20%	16%	22%	27%	25%	24%	17%	23%	29%	16%	17%	23%	27%	38%	24%	26%	25%	21%	37%	20%	24%	0%	9%	16%	29%	5%		
Ottawa	11%	7%	6%	4%	8%	19%	3%	12%	10%	14%	9%	12%	11%	9%	12%	8%	8%	10%	13%	10%	14%	7%	12%	9%	9%	13%	12%	13%	9%	11%	13%	10%	2%	12%	11%	11%	10%	9%	13%	9%	1%	3%	15%	12%	4%			
None of them	3%	9%	3%	3%	7%	2%	0%	2%	3%	4%	4%	2%	5%	2%	2%	8%	3%	1%	2%	2%	3%	1%	6%	3%	2%	3%	2%	3%	4%	2%	1%	5%	3%	3%	4%	2%	3%	3%	4%	2%	3%	1%	11%	4%	4%	0%		
I don't care about hockey at all	30%	28%	27%	26%	26%	31%	31%	28%	30%	29%	27%	33%	33%	31%	26%	34%	27%	20%	33%	34%	31%	48%	29%	30%	31%	27%	26%	33%	32%	28%	34%	33%	32%	26%	26%	24%	30%	31%	28%	29%	26%	28%	31%	37%	42%	29%	33%	