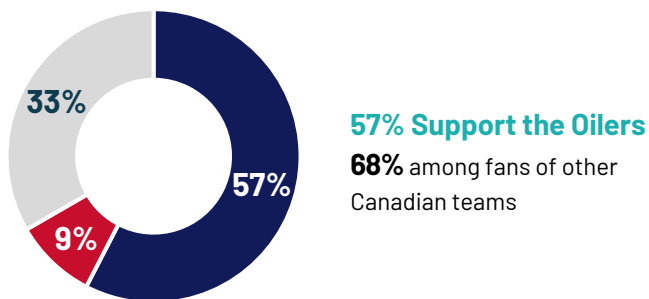


# SIX IN TEN (57%) CANADIANS CHEERING FOR THE EDMONTON OILERS IN THE STANLEY CUP FINALS

JUNE 7 | 2024

## CANADIAN HOCKEY FANS COME TOGETHER TO SUPPORT THE EDMONTON OILERS

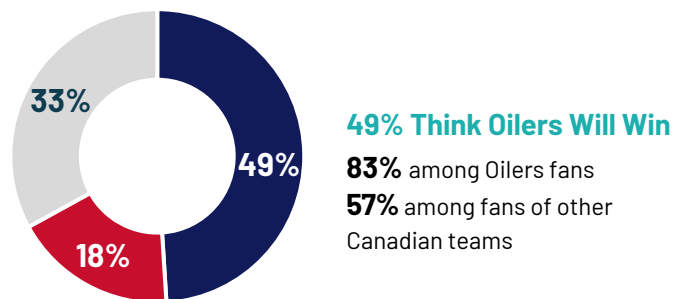
Who are you cheering for in the Stanley Cup Finals?



**57% Support the Oilers**

68% among fans of other Canadian teams

Who do you think will win the Stanley Cup Finals?



**49% Think Oilers Will Win**

83% among Oilers fans  
57% among fans of other Canadian teams

■ Edmonton Oilers ■ Florida Panthers ■ No opinion

Six in ten Canadians are cheering for the Edmonton Oilers in the upcoming Stanley Cup finals, while 9% of Canadians are cheering for the Florida Panthers and 33% of Canadians offer no opinion.

Opinions on whether the Oilers or Panthers will win the Stanley Cup are slightly softer. Half (49%) think the Oilers will win, while 18% say the Panthers will win. One-third again offer no opinion.

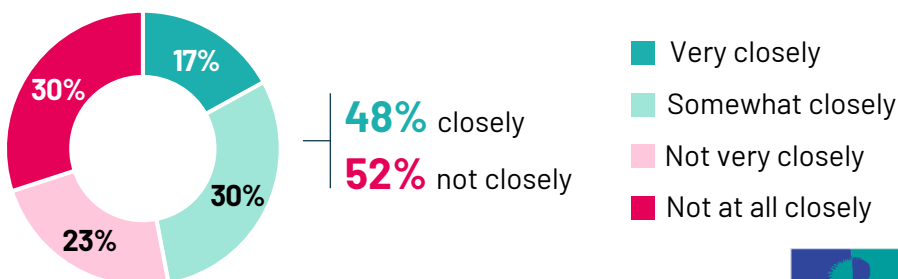
Support for the Edmonton Oilers in the Stanley Cup finals extends to fans who normally support other Canadian teams: just under seven in ten (68%) fans of other teams say they are rooting for the Oilers and only 13% are rooting for the Panthers. Looking at Canada's two biggest fan bases, seven in ten (71%) Toronto Maple Leafs' supporters and two-thirds (64%) of Montreal Canadiens' supporters say they will be cheering for the Oilers to raise the Stanley Cup.

**68%** of Canadians agree that the Edmonton Oilers should now be considered "Canada's Team"  
93% among Oilers fans  
72% among fans of other Canadian teams, including 77% of Maple Leafs fans and 67% of Montreal Canadiens fans

## HALF OF CANADIANS FOLLOWING NHL PLAYOFFS CLOSELY

Just under half of Canadians say they have been following the NHL playoffs closely, while 52% say they have not been following the playoffs closely. Men (55%) and those in Alberta (59%) are most likely to say they have been following the NHL playoffs.

How closely are you following the NHL playoffs?



# About This Study

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## ABOUT THE STUDY

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These are some of the findings of an Ipsos poll conducted between June 4 and 5, 2024, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.8$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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