

Detailed Tables

Did you watch the FINAL Olympic Gold Medal hockey game between the ... and the American team?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	2003	302	200	200	600	501	200	599	848	509	947	1056
Weighted Base	2003	265	194	136	759	494	155	587	784	588	968	1035
Canadian MEN'S Hockey Team												
Yes	881 44%	127 48%	93 48%	74 55%	355 47%	169 34%	63 41%	270 46%	350 45%	248 42%	500 52%	381 37%
No	325 16%	33 12%	28 15%	15 11%	93 12%	136 27%	20 13%	91 15%	112 14%	119 20%	107 11%	218 21%
(DK/NS) / Did not watch any Olympics	798 40%	105 40%	73 38%	47 34%	311 41%	190 38%	72 46%	227 39%	322 41%	222 38%	361 37%	437 42%
Canadian WOMEN'S Hockey Team												
Yes	817 41%	123 46%	86 44%	71 52%	316 42%	164 33%	58 38%	232 40%	324 41%	247 42%	443 46%	373 36%
No	392 20%	38 14%	35 18%	19 14%	133 18%	141 29%	25 16%	128 22%	139 18%	121 21%	166 17%	225 22%
(DK/NS) / Did not watch any Olympics	795 40%	104 39%	73 38%	47 34%	310 41%	190 38%	72 46%	227 39%	321 41%	220 37%	359 37%	436 42%
Watched BOTH Men's and Women's games	736 37%	110 42%	77 40%	65 48%	294 39%	134 27%	55 36%	209 36%	290 37%	225 38%	416 43%	320 31%
Watched AT LEAST ONE of the games												
	962 48%											

		WATCHED				
	Total	Men only	Women only	Both	None	At least one
Base: Watched some of the Olympics						
Unweighted Base	1211	144	84	737	246	965
Weighted Base	1210	145	81	736	248	962
Canadian MEN'S Hockey Team						
Yes	881 73%	145 100%	0 -	736 100%	0 -	881 92%
No	325 27%	0 -	78 96%	0 -	247 99%	78 8%
(DK/NS)	4 0	0 -	3 4%	0 -	1 1%	3 0
Canadian WOMEN'S Hockey Team						
Yes	817 68%	0 -	81 100%	736 100%	0 -	817 85%
No	392 32%	144 99%	0 -	0 -	248 100%	144 15%
(DK/NS)	1 0	1 1%	0 -	0 -	1 0	1 0
Watched BOTH Men's and Women's games	736 61%	0 -	0 -	736 100%	0 -	736 77%

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Now, I am going to read you some popular Canadian Olympic Hockey moments from this year's Winter Games, and I would like you to tell me which ONE is YOUR FAVOURITE. How about...

		REGION						AGE			GENDER	
	Total (Watched at least one game)	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: Watched one of the Gold Medal games												
Unweighted Base	965	160	105	117	299	199	85	297	414	238	523	442
Weighted Base	962	139	102	79	377	198	67	293	383	270	527	434
Wayne Gretzky's Press Conference about media and public criticism of the men's team	150	26	12	14	65	17	16	54	53	39	102	48
	16%	18%	12%	18%	17%	9%	24%	19%	14%	15%	19%	11%
Members of the arena audience singing 'Oh Canada' during the last minute of the men's Gold Medal hockey game	247	41	35	21	98	35	18	101	78	64	128	119
	26%	29%	35%	26%	26%	17%	27%	34%	20%	24%	24%	27%
The speech made by Coach Daniele Sauvageau on the ice rink to the women's team after they won the Gold Medal game	124	12	10	10	34	53	6	16	58	49	68	56
	13%	8%	9%	12%	9%	27%	8%	5%	15%	18%	13%	13%
The Canadian National Anthem being played at the Gold Medal ceremonies	172	24	20	17	79	20	12	31	79	57	79	93
	18%	17%	19%	22%	21%	10%	18%	11%	21%	21%	15%	21%
Seeing the teams celebrate after they won their final games	201	28	21	14	70	58	11	77	89	34	113	88
	21%	20%	20%	18%	19%	29%	17%	26%	23%	12%	21%	20%
None of the above	37	7	5	2	17	6	1	5	16	16	18	19
	4%	5%	5%	3%	4%	3%	1%	2%	4%	6%	3%	4%
Other - Do not specify	21	2	0	1	10	5	3	6	8	6	13	8
	2%	1%	-	1%	3%	3%	4%	2%	2%	2%	2%	2%
(DK/NS)	10	1	0	0	4	5	1	2	3	5	7	3
	1%	1%	-	-	1%	2%	1%	1%	1%	2%	1%	1%

Detailed Tables

Now I am going to read you a statement about THIS YEAR'S CANADIAN OLYMPIC HOCKEY GAMES. I would like you to tell me if you agree or disagree. THE GOLD MEDAL HOCKEY VICTORIES SHOWED THAT CANADA IS THE BEST HOCKEY-PLAYING COUNTRY IN THE WORLD.?

		REGION						AGE			GENDER	
	Total (Watched at least one game)	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	965	160	105	117	299	199	85	297	414	238	523	442
Weighted Base	962	139	102	79	377	198	67	293	383	270	527	434
Strongly agree	399 41%	58 41%	49 48%	36 45%	148 39%	72 37%	36 54%	155 53%	151 39%	90 33%	226 43%	173 40%
Somewhat agree	324 34%	52 37%	33 32%	29 36%	131 35%	59 30%	20 30%	80 27%	143 37%	95 35%	163 31%	161 37%
Somewhat disagree	182 19%	24 17%	17 17%	12 16%	74 20%	45 23%	9 14%	45 15%	70 18%	64 24%	100 19%	81 19%
Strongly disagree	50 5%	4 3%	3 3%	2 3%	19 5%	20 10%	2 3%	13 4%	18 5%	19 7%	34 6%	16 4%
(DK/NS)	7 1%	3 2%	0 -	0 -	4 1%	1 0	0 -	1 0	2 0	2 1%	4 1%	4 1%
SUMMARY												
TOP2BOX (Strongly/Somewhat Agree)	723 75%	110 79%	81 80%	65 82%	279 74%	132 67%	56 84%	235 80%	294 77%	184 68%	389 74%	334 77%
LOW2BOX (Somewhat/Strongly Disagree)	232 24%	27 19%	20 20%	15 18%	93 25%	65 33%	11 16%	57 19%	88 23%	83 31%	135 26%	97 22%

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Thinking of ALL of the Canadian Olympic Hockey games in this year's Winter Games, what ONE - if any - specific Canadian HOCKEY moment is YOUR FAVOURITE?

		REGION						AGE			GENDER	
	Total (Watched at least one game)	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: Watched one of the Gold Medal games												
Unweighted Base	965	160	105	117	299	199	85	297	414	238	523	442
Weighted Base	962	139	102	79	377	198	67	293	383	270	527	434
The Loonie at centre ice	15 2%	1 1%	4 4%	1 1%	9 2%	1 0	0 -	3 1%	7 2%	4 1%	7 1%	8 2%
The final men's goal	152 16%	16 12%	19 19%	10 13%	79 21%	21 10%	6 9%	69 24%	52 14%	28 10%	98 19%	54 12%
The final women's goal	101 10%	10 7%	13 13%	15 19%	44 12%	17 8%	3 4%	26 9%	31 8%	41 15%	38 7%	63 14%
Wayne Gretzky's Press Conference	15 2%	2 1%	0 -	1 1%	10 3%	1 0	1 2%	3 1%	8 2%	4 1%	6 1%	9 2%
Members of the arena audience singing 'Oh Canada'	3 0	0 -	0 -	1 1%	1 0	1 1%	0 -	1 0	0 -	2 1%	3 1%	0 -
The Canadian National Anthem being played at the Gold Medal ceremonies	27 3%	1 1%	3 3%	3 4%	10 3%	6 3%	4 5%	9 3%	13 3%	5 2%	15 3%	12 3%
Seeing the teams celebrate after they won their final games	59 6%	8 6%	9 9%	6 7%	16 4%	16 8%	4 7%	20 7%	23 6%	17 6%	33 6%	27 6%
Men's Hockey - Canadian Gold Victory	24 2%	3 2%	3 3%	1 2%	11 3%	4 2%	1 1%	10 4%	9 2%	5 2%	23 4%	1 0
Women's Hockey - Canadian Gold Victory	41 4%	3 2%	3 3%	2 3%	16 4%	16 8%	1 2%	7 2%	27 7%	7 2%	25 5%	16 4%
Presentation of medals	19 2%	2 1%	2 2%	3 4%	7 2%	5 3%	0 -	12 4%	6 2%	1 0	10 2%	9 2%
Victory/ gold medal win	67 7%	7 5%	6 6%	7 9%	23 6%	20 10%	4 7%	24 8%	30 8%	13 5%	40 8%	27 6%
Other	114 12%	11 8%	10 10%	9 12%	42 11%	40 20%	2 3%	27 9%	54 14%	34 12%	70 13%	45 10%
None	126 13%	13 10%	14 14%	9 11%	62 16%	19 10%	9 13%	31 11%	51 13%	40 15%	57 11%	69 16%
(DK/NS)	200 21%	63 45%	16 16%	10 13%	47 12%	33 16%	31 47%	50 17%	75 19%	71 26%	103 20%	97 22%

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Now I am going to read you a few statements about THIS YEAR'S CANADIAN OLYMPIC HOCKEY GAMES. For each, I would like you to tell me if you agree or disagree. How about AFTER THE GOLD MEDAL HOCKEY VICTORIES, I FELT A GREATER SENSE OF UNITY WITH MY FELLOW CANADIANS THAN I DID BEFORE.?

		REGION						AGE			GENDER	
	Total (Watched at least one game)	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	965	160	105	117	299	199	85	297	414	238	523	442
Weighted Base	962	139	102	79	377	198	67	293	383	270	527	434
Strongly agree	308 32%	42 30%	37 36%	27 35%	126 33%	46 23%	29 44%	106 36%	104 27%	95 35%	171 32%	137 31%
Somewhat agree	363 38%	59 42%	36 36%	32 40%	138 36%	75 38%	24 37%	108 37%	149 39%	99 37%	187 35%	176 41%
Somewhat disagree	182 19%	17 12%	22 22%	13 16%	76 20%	47 24%	7 11%	48 16%	81 21%	50 18%	105 20%	76 18%
Strongly disagree	101 11%	19 14%	6 6%	6 8%	36 10%	29 15%	5 8%	29 10%	47 12%	22 8%	61 12%	40 9%
(DK/NS)	8 1%	2 2%	1 1%	1 1%	1 0	2 1%	1 1%	2 1%	2 1%	4 1%	3 1%	5 1%
SUMMARY												
TOP2BOX (Strongly/Somewhat Agree)	671 70%	101 72%	73 72%	59 75%	264 70%	120 61%	54 80%	214 73%	253 66%	194 72%	358 68%	313 72%
LOW2BOX (Somewhat/Strongly Disagree)	283 29%	36 26%	27 27%	19 24%	112 30%	76 38%	12 19%	78 26%	128 33%	72 27%	167 32%	116 27%