

NINETY-FOUR PERCENT OF GTA RESIDENTS SUPPORT TORONTO'S HOSTING THE WORLD JUNIOR HOCKEY CHAMPIONSHIP



Ipsos Reid

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Ninety-Four Percent Of GTA Residents Support Toronto's Hosting The World Junior Hockey Championship

Toronto, ON – Ninety-four percent of all residents in the Greater Toronto Area (GTA) support Toronto hosting the World Junior Hockey Championship –half (51%) “strongly support” it, according to a new Ipsos Reid survey conducted for the City of Toronto. And, among those respondents who are familiar with the event (45%), support for Toronto’s hosting of the event climbs to nearly all (98%).

What’s more is that support for Toronto hosting this event is not concentrated among a few demographic or regional segments. Support remains above 90% for those in The City of Toronto and the surrounding GTA Belt, and within the various demographics such as gender, household income, education, and age.

Four in ten GTA residents (38%, or approximately 1,762,411 adults) say that if Toronto hosts the World Junior Hockey Championship in December 2008 to January 2009, they would buy tickets priced from \$35 to \$85 per game. Sixty-two percent would not purchase a ticket at this price for this event. Among those who are familiar with the event, six in ten (57%) say they would purchase a ticket at this price for this event.

These are the findings of an Ipsos Reid poll conducted for The City of Toronto from March 17th to March 20th, 2006. A total of 1013 residents of the Greater Toronto Area (GTA) were surveyed via the internet, yielding results which are accurate to within $\pm 3.1\%$ (19 times out of 20) of what would it be had this entire population been surveyed.. The margin of error will be larger within regions and for other sub-groupings of the survey population. The data were statistically weighted to ensure that the sample’s age, sex, regional and party support composition reflects that of the actual GTA population.

	Total GTA	City of Toronto	Surrounding GTA Belt
Sample Size	1013	492	521
Margin of Error +/- %	3.1	4.4	4.3

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Nearly Half Of GTA Residents (45%) Familiar With World Junior Hockey Championship...

Nearly half of GTA residents (45%) are familiar with the World Junior Hockey Championship –one in seven (16%) are “very familiar” with this event. Of the remaining 55%, 26% say they are “not really familiar” and 29% say they “don’t know much at all about this event”.

Familiarity with this event runs highest among:

- Men (58% vs. 33% among women);
- Those age 35-54 (51% vs. 44% among those age 18-34 and 37% age 55 and over); and
- Those with high household incomes (51% among those with \$60,000 or more vs. 38% among those with less than \$60,000).

Familiarity with this event is relatively consistent between residents of The City of Toronto (43%) and the surrounding GTA Belt (47%).

Following Brief Description Of Event, 94% Support Toronto Hosting The World Junior Hockey Championship...

For the survey, respondents were read the following brief description of the event: “The World Junior Hockey Championship –recently held in Vancouver- is an international sporting event that brings the best junior hockey players from ten nations together in a 31 game tournament during the winter-holiday season, and can also include a number of community programs and special events”.

After being read this description, nearly all (94%) say that they support “Toronto hosting the World Junior Hockey Championship” –half (51%) say they “strongly support” this. Among those who, unaided, say they are familiar with the event, support for Toronto’s hosting of the event climbs to an impressive 98%.



- Support for Toronto hosting the hockey championship is consistent across all demographic measures such as gender, age, education, and income.

Four In Ten (38%) Would Purchase Tournament Tickets Priced At \$35-\$85 Dollars – Among Those Familiar With Event, 57% Would Purchase A Ticket...

Four in ten (38%) GTA residents say that if Toronto hosts the World Junior Hockey Championship in December 2008 to January 2009, they would buy tickets priced from \$35 to \$85 per game. Sixty-two percent would not purchase a ticket at this price for this event.

Among those who are familiar with the event, six in ten (57%) say they would purchase a ticket at this price for this event.

Those most likely to say they would purchase a ticket:

- Those age 18-54 (44% vs. 28% among those over age 55);
- Men (41% vs. 36% among women); and
- Those with higher household incomes of \$60,000 or more (41% vs. 35% among those with less than \$60,000).

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