

**How familiar are you with the annual sporting event known as the World Junior Hockey Championship? Would you say you are ... ?**

Proportions/Mean: Columns Tested  
(5% risk level) - A/B - C/D/E - F/G/H/I

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Live in GTA or Toronto Proper area	1013	615	398	248	380	384	48	119	437	409
Weighted	1013	494	519	301	403	308	42*	132	439	400
Very familiar	164 16%	121 24% B	43 8%	52 17% E	81 20% E	30 10%	8 19%	17 13%	71 16%	68 17%
Somewhat familiar	290 29%	164 33% B	126 24%	82 27%	124 31%	84 27%	11 26%	32 24%	115 26%	132 33% H
Not really familiar	265 26%	115 23%	150 29%	82 27%	106 26%	76 25%	14 33%	30 23%	129 29%	93 23%
Don't know much at all about this event	294 29%	94 19%	200 39% A	85 28%	92 23%	117 38% CD	9 22%	53 41% FHI	124 28%	108 27%
<b>Summary</b>										
Top2box (Very/Somewhat Familiar)	454 45%	285 58% B	169 33%	134 44%	205 51% E	114 37%	19 45%	49 37%	187 42%	200 50% GH
Low2box (Not Familiar/Don't know much at all)	559 55%	209 42%	350 67% A	167 56%	198 49%	194 63% D	23 55%	83 63% I	252 58% I	200 50%

*As you may already know, 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.*

*Do you strongly support, somewhat support, somewhat oppose, or strongly oppose Toronto hosting the World Junior Hockey Championship?*

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

\* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Live in GTA or Toronto Proper area	1013	615	398	248	380	384	48	119	437	409
Weighted	1013	494	519	301	403	308	42*	132	439	400
Strongly support	517 51%	264 53%	253 49%	150 50%	224 56%	142 46%	28 67% GI	64 49%	244 56% I	180 45%
Somewhat support	439 43%	197 40%	242 47% A	136 45%	161 40%	142 46%	11 26%	56 43%	177 40%	194 49% FH
Somewhat oppose	34 3%	19 4%	15 3%	9 3%	13 3%	12 4%	2 6%	5 4%	8 2%	18 5% H
Strongly oppose	23 2%	14 3%	9 2%	6 2%	5 1%	12 4% D	0 1%	6 5%	10 2%	7 2%
Summary										
Top2box (Support)	956 94%	460 93%	496 95%	286 95%	385 96%	284 92%	39 93%	120 91%	421 96%	375 94%
Low2box (Oppose)	57 6%	34 7%	23 5%	15 5%	18 4%	24 8%	3 7%	11 9%	18 4%	25 6%

*Do you strongly support, somewhat support, somewhat oppose, or strongly oppose Toronto hosting the World Junior Hockey Championship?*

Proportions/Means: Columns Tested (5% risk level) - A/D/E - B/C/D/E - F/G - H/I/J/K - F/J/K - G/H/I

\* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	WORLD JUNIOR HOCKEY CHAMPIONSHIP					TORONTO HOSTING					
		Top2box (Familiar)	Very Familiar	Somewhat Familiar	Not Really Familiar	Don't know much	Top2box (Support)	Low2box (Oppose)	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
		A	B	C	D	E	F	G	H	I	J	K
Base: Live in GTA or Toronto Proper area	1013	476	174	302	262	275	950	63	520	430	36	27
Weighted	1013	454	164	290	265	294	956	57*	517	439	34*	23**
Strongly support	517 51%	306 67% DE	136 83% CDE	170 59% DE	127 48% EE	84 29%	517 54% GJ	0 -	517 100% IJGI	0 -	0 -	0 -
Somewhat support	439 43%	139 31%	25 15%	113 39%	126 47% B	175 59% AB	439 46% GJ	0 -	0 -	439 100% HJGH	0 -	0 -
Somewhat oppose	34 3%	6 1%	2 1%	4 1%	10 4% A	18 6% ABC	0 -	34 59% FHI	0 -	0 -	34 100% HIF	0 -
Strongly oppose	23 2%	3 1%	0 0	3 1%	2 1%	18 6% ADBCD	0 -	23 41% FHI	0 -	0 -	0 -	23 100%
Summary												
Top2box (Support)	956 94%	445 98% E	162 99% E	283 98% E	253 95% EE	259 88%	956 100% GJ	0 -	517 100% JG	439 100% JG	0 -	0 -
Low2box (Oppose)	57 6%	9 2%	2 1%	7 2%	12 5%	35 12% ADBCD	0 -	57 100% FHI	0 -	0 -	34 100% HIF	23 100%

***If Toronto hosts the World Junior Hockey Championship Dec 2008- Jan 2009, and tickets were priced from \$35 to \$85 per game, would you say...***

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

\* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Live in GTA or Toronto Proper area Weighted	1013	615	398	248	380	384	48	119	437	409
	1013	494	519	301	403	308	42*	132	439	400
You would purchase a ticket at this price for this event	388	202	186	137	166	85	18	47	173	151
	38%	41%	36%	46% E	41% E	28%	42%	35%	39%	38%
You would not purchase a ticket at this price for this event	625	292	333	164	237	223	24	85	266	249
	62%	59%	64%	54%	59%	72% CD	58%	65%	61%	62%