



Canadian Online Omni May 30 - June 6, 2011

Stanley Cup Final

Table of Contents

3	2. Overall, how closely have you been following the NHL playoffs?
4	2. Overall, how closely have you been following the NHL playoffs?
7	4. Who are you cheering for in the Stanley Cup Finals?
8	4. Who are you cheering for in the Stanley Cup Finals?

2. Overall, how closely have you been following the NHL playoffs?

		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: All respondents	1002	457	545	316	403	283	94	340	456	112
Weighted	1002	485	517	280	398	325	111*	383	327	181
Very closely	181	119	62	57	77	47	17	67	72	24
	18%	25%	12%	20%	19%	15%	16%	18%	22%	13%
		B							I	
Somewhat closely	254	131	123	65	110	79	30	92	83	49
	25%	27%	24%	23%	28%	24%	27%	24%	25%	27%
Not very closely	270	132	138	79	96	95	32	103	77	58
	27%	27%	27%	28%	24%	29%	29%	27%	24%	32%
Not at all closely	297	103	194	79	115	103	31	121	95	50
	30%	21%	38%	28%	29%	32%	28%	32%	29%	28%
			A							
Summary										
Top2Box (Closely)	435	250	185	122	187	127	48	159	155	73
	43%	52%	36%	44%	47%	39%	43%	42%	47%	40%
		B			E					
Low2Box (Not Closely)	567	235	332	158	211	198	63	224	171	108
	57%	48%	64%	56%	53%	61%	57%	58%	53%	60%
			A			D				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2. Overall, how closely have you been following the NHL playoffs?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	148	115	81	354	237	67	266	318	418	89	913
Weighted	1002	132	102	65*	384	244	74*	267	310	425	77*	925
Very closely	181	62	21	9	52	28	9	44	51	86	16	165
	18%	47%	20%	13%	14%	11%	13%	17%	16%	20%	21%	18%
		BCDEF	E									
Somewhat closely	254	36	21	20	102	58	18	60	72	123	18	237
	25%	27%	20%	31%	27%	24%	24%	23%	23%	29%	23%	26%
Not very closely	270	17	29	14	97	88	24	71	81	117	22	248
	27%	13%	29%	21%	25%	36%	33%	27%	26%	28%	28%	27%
			A		A	ACD	A					
Not at all closely	297	18	31	22	132	71	23	91	106	99	21	276
	30%	13%	30%	34%	34%	29%	30%	34%	34%	23%	27%	30%
			A	A	A	A	A	I	I			
Summary												
Top2Box (Closely)	435	98	42	29	154	85	27	105	122	208	34	401
	43%	74%	41%	44%	40%	35%	37%	39%	39%	49%	44%	43%
		BCDEF								GH		
Low2Box (Not Closely)	567	35	60	36	230	159	47	162	188	217	43	524
	57%	26%	59%	56%	60%	65%	63%	61%	61%	51%	56%	57%
			A	A	A	A	A	I	I			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

4. Who are you cheering for in the Stanley Cup Finals?

		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: All respondents	1002	457	545	316	403	283	94	340	456	112
Weighted	1002	485	517	280	398	325	111*	383	327	181
Vancouver Canucks	623	310	313	174	241	208	63	227	212	122
	62%	64%	61%	62%	61%	64%	56%	59%	65%	67%
Boston Bruins	111	66	45	29	53	29	20	37	34	19
	11%	14%	9%	10%	13%	9%	18%	10%	10%	11%
		B					GH			
No opinion	269	109	160	77	104	88	28	119	81	41
	27%	22%	31%	27%	26%	27%	26%	31%	25%	22%
			A							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

4. Who are you cheering for in the Stanley Cup Finals?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1002	148	115	81	354	237	67	266	318	418	89	913
Weighted	1002	132	102	65*	384	244	74*	267	310	425	77*	925
Vancouver Canucks	623	110	61	43	241	126	42	153	182	288	41	581
	62%	83%	60%	66%	63%	51%	57%	57%	59%	68%	53%	63%
		BCDEF		E	E					GH		
Boston Bruins	111	9	18	6	26	43	10	33	32	45	13	98
	11%	7%	17%	9%	7%	18%	13%	13%	10%	11%	17%	11%
No opinion			AD			AD						
	269	13	23	17	118	76	22	80	96	92	23	246
	27%	10%	23%	26%	31%	31%	30%	30%	31%	22%	30%	27%
			A	A	A	A	A	I	I			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing