



# Canadian Online Omni March 5 - 12, 2012

## Molson Stanley Cup Banner 1

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1\_1. (Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	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	1046	644	402	218	411	417	78	335	464	169
Weighted	1046	506	540	292	415	339	93*	422	341	189
<b>Most Important</b>										
1928	1	1	0	0	1	0	0	1	0	0
	0	0	-	-	0	-	-	0	-	-
1933	1	1	0	1	0	0	0	0	1	0
	0	0	-	0	-	-	-	-	0	-
1942	1	1	0	0	0	1	0	0	1	0
	0	0	-	-	-	0	-	-	0	-
1948	1	0	1	0	0	1	0	0	1	0
	0	-	0	-	-	0	-	-	0	-
1949	2	1	1	0	0	2	0	1	1	0
	0	0	0	-	-	1%	-	0	0	-
1950	2	0	2	0	0	2	0	2	0	0
	0	-	0	-	-	1%	-	0	-	-
1952	0	0	0	0	0	0	0	0	0	0
	0	0	-	-	-	0	-	-	0	-
1954	4	3	1	0	0	4	1	1	1	0
	0	1%	0	-	-	1%	1%	0	0	-
1955	4	2	3	0	1	3	2	0	3	0
	0	0	0	-	0	1%	2%	-	1%	-
1957	1	0	1	0	0	1	0	0	1	0
	0	-	0	-	-	0	-	-	0	-
1958	1	1	0	0	0	1	0	1	0	0
	0	0	-	-	-	0	-	0	-	-
	1	0	1	0	0	1	0	0	1	0

1\_1. (Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1959	0	-	0	-	-	0	-	-	0	-
1960	5	5	0	0	0	5	2	1	1	1
	0	1%	-	-	-	1%	2%	0	0	0
1961	3	3	0	0	0	3	1	2	0	0
	0	1%	-	-	-	1%	1%	0	-	-
1962	7	5	2	1	1	5	1	2	2	2
	1%	1%	0	0	0	1%	1%	0	1%	1%
1963	5	4	2	0	0	5	1	3	1	0
	1%	1%	0	-	-	2%	1%	1%	0	-
1964	7	5	3	0	0	7	1	4	1	1
	1%	1%	1%	-	-	2%	1%	1%	0	1%
1965	3	3	0	0	0	3	0	2	0	1
	0	1%	-	-	-	1%	-	0	-	0
1966	3	1	2	0	0	3	2	0	1	0
	0	0	0	-	-	1%	2%	-	0	-
1967	140	75	65	5	50	85	20	69	34	17
	13%	15%	12%	2%	12%	25%	22%	16%	10%	9%
1968	5	5	0	0	3	3	1	2	1	1
	1%	1%	-	-	1%	1%	1%	1%	0	0
1969	5	2	2	2	2	1	0	0	3	2
	0	0	0	1%	0	0	-	-	1%	1%
1970	8	7	1	0	3	5	1	3	4	0
	1%	1%	0	-	1%	2%	1%	1%	1%	-
1971	7	5	2	0	4	3	0	4	3	0
	1%	1%	0	-	1%	1%	-	1%	1%	-

1\_1. (Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1972	22	9	13	0	14	8	1	12	7	2
	2%	2%	2%	-	3%	2%	1%	3%	2%	1%
1973	2	2	0	0	0	2	0	0	2	0
	0	0	-	-	-	1%	-	-	1%	-
1974	11	3	8	0	8	3	0	7	2	2
	1%	0	2%	-	2%	1%	-	2%	0	1%
1975	4	3	1	0	3	1	0	1	1	2
	0	1%	0	-	1%	0	-	0	0	1%
1976	7	5	1	0	3	3	0	2	5	0
	1%	1%	0	-	1%	1%	-	0	1%	-
1977	4	3	1	0	3	1	0	0	3	1
	0	1%	0	-	1%	0	-	-	1%	1%
1978	7	4	2	0	5	1	0	2	3	1
	1%	1%	0	-	1%	0	-	0	1%	1%
1979	6	6	0	0	5	1	0	5	1	0
	1%	1%	-	-	1%	0	-	1%	0	-
1980	5	2	3	1	1	2	0	1	2	1
	0	0	1%	0	0	1%	-	0	1%	1%
1981	5	2	3	2	2	1	0	2	1	2
	1%	0	1%	1%	1%	0	-	1%	0	1%
1982	9	4	5	0	8	2	1	3	4	1
	1%	1%	1%	-	2%	0	1%	1%	1%	1%
1983	6	5	1	1	4	1	1	4	2	0
	1%	1%	0	0	1%	0	1%	1%	1%	-
1984	20	10	10	2	7	11	2	9	7	3
	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%

1\_1. (Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1985	5	3	2	2	1	C	0	1	1	3
	1%	1%	0	1%	0	1%	-	0	0	2%
1986	49	20	29	11	28	11	5	25	13	7
	5%	4%	5%	4%	7%	3%	5%	6%	4%	3%
1987	10	4	6	1	5	4	0	7	2	1
	1%	1%	1%	0	1%	1%	-	2%	1%	1%
1988	8	3	5	1	6	1	0	1	6	1
	1%	1%	1%	0	1%	0	-	0	2%	1%
1989	22	18	4	6	9	7	3	9	8	1
	2%	4%	1%	2%	2%	2%	3%	2%	2%	1%
1990	8	1	7	5	4	0	0	4	3	2
	1%	0	1%	2%	1%	-	-	1%	1%	1%
1991	12	9	3	4	6	1	1	4	5	2
	1%	2%	1%	2%	2%	0	1%	1%	1%	1%
1992	19	4	15	10	7	1	0	8	8	3
	2%	1%	3%	3%	2%	0	-	2%	2%	1%
1993	133	74	59	48	59	26	14	44	48	27
	13%	15%	11%	16%	14%	8%	15%	10%	14%	14%
1994	24	11	13	11	11	3	2	7	7	8
	2%	2%	2%	4%	3%	1%	2%	2%	2%	4%
1995	7	6	1	2	2	3	2	2	3	0
	1%	1%	0	1%	0	1%	2%	0	1%	-
1996	14	6	8	5	5	4	0	9	3	1
	1%	1%	1%	2%	1%	1%	-	2%	1%	1%
	7	5	2	4	2	1	0	1	3	3

1\_1. (Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1997	1%	1%	0	1%	1%	0	-	0	1%	1%
1998	16	6	10	10	5	1	2	7	3	3
	2%	1%	2%	3%	1%	0	2%	2%	1%	2%
1999	5	5	0	5	0	0	0	0	1	3
	1%	1%	-	2%	-	0	-	0	0	2%
		B		D						G
2001	3	2	1	2	1	0	0	0	2	1
	0	0	0	1%	0	-	-	-	1%	1%
2002	3	3	0	1	2	0	0	1	1	1
	0	1%	-	0	0	-	-	0	0	1%
2003	5	2	4	2	3	1	0	1	1	4
	1%	0	1%	1%	1%	0	-	0	0	2%
2004										H
	22	5	17	17	3	1	0	13	3	6
	2%	1%	3%	6%	1%	0	-	3%	1%	3%
2005			A	DE						
	5	0	4	4	0	0	0	2	0	2
	0	0	1%	1%	-	0	-	1%	0	1%
2006			D							
	11	2	9	3	5	2	0	2	3	6
	1%	0	2%	1%	1%	1%	-	0	1%	3%
2007			G							
	14	6	8	9	4	1	0	1	9	3
	1%	1%	2%	3%	1%	0	-	0	3%	2%
2008			E	G						
	5	3	2	2	3	0	1	0	3	0
	0	1%	0	1%	1%	-	1%	-	1%	-
2009	12	4	8	7	2	3	0	3	7	2
	1%	1%	1%	2%	0	1%	-	1%	2%	1%
2010	58	23	35	23	21	15	5	25	20	8
	6%	5%	7%	8%	5%	4%	5%	6%	6%	4%

1\_1. (Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
2011	243	92	151	81	94	68	19	99	75	50
	23%	18%	28%	28%	23%	20%	21%	23%	22%	26%
			A	E						

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

1\_2. (Second Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	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: All respondents	783	517	266	171	305	307	55	252	353	123
Weighted	778	413	365	222	304	252	64*	316	260	139
<b>Second Most Important</b>										
1942	1	1	0	0	0	1	1	0	0	0
	0	0	-	-	-	0	2%	-	-	-
1949	1	0	1	0	0	1	0	0	1	0
	0	-	0	-	-	0	-	-	0	-
1950	1	0	1	0	0	1	0	0	1	0
	0	-	0	-	-	0	-	-	0	-
1951	1	1	0	0	0	1	1	0	0	0
	0	0	-	-	-	0	2%	-	-	-
1954	2	2	0	0	0	2	1	1	0	0
	0	0	-	-	-	1%	1%	0	-	-
1955	1	1	0	0	0	1	0	1	0	0
	0	0	-	-	-	0	-	0	-	-
1956	4	0	4	0	0	4	2	0	3	0
	1%	0	1%	-	-	2%	3%	-	1%	-
1958	2	2	0	0	0	2	0	1	1	0
	0	0	-	-	-	1%	-	0	0	-
1960	2	0	2	0	0	2	0	2	0	0
	0	-	0	-	-	1%	-	1%	-	-
1961	4	4	0	0	2	1	0	1	1	2
	0	1%	-	-	1%	1%	-	0	0	1%
1962	6	6	0	0	0	6	2	3	1	0
	1%	1%	-	-	-	2%	3%	1%	0	-
		B				CD	H			
	4	2	3	0	0	4	0	3	1	1

1\_2. (Second Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1963	1%	0	1%	-	-	2%	-	1%	0	0
						D				
1964	10	7	3	0	1	9	1	4	3	2
	1%	2%	1%	-	0	4%	2%	1%	1%	2%
						CD				
1965	7	4	3	0	0	7	4	1	2	0
	1%	1%	1%	-	-	3%	6%	0	1%	-
						CD	GHI			
1966	10	7	3	0	0	10	2	6	1	1
	1%	2%	1%	-	-	4%	3%	2%	1%	1%
						CD				
1967	20	13	8	0	5	15	1	8	6	5
	3%	3%	2%	-	2%	6%	1%	3%	2%	4%
						CD				
1968	3	2	1	1	1	1	0	1	1	1
	0	1%	0	1%	0	1%	-	0	0	1%
1969	2	2	0	0	1	1	0	0	1	1
	0	0	-	-	0	0	-	-	0	1%
1970	9	4	5	0	5	4	0	1	5	3
	1%	1%	1%	-	2%	2%	-	0	2%	3%
1971	7	7	0	0	3	5	1	3	2	1
	1%	2%	-	-	1%	2%	2%	1%	1%	1%
		B								
1972	21	11	10	0	14	7	0	11	7	2
	3%	3%	3%	-	5%	3%	-	4%	3%	2%
					C	C				
1973	6	2	4	0	6	0	0	3	0	2
	1%	0	1%	-	2%	-	-	1%	0	1%
					E					
1974	7	4	2	0	2	5	1	2	4	0
	1%	1%	1%	-	1%	2%	2%	1%	1%	-
1975	10	5	5	0	9	1	2	5	2	1
	1%	1%	1%	-	3%	0	4%	1%	1%	1%
					CE					

1\_2. (Second Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1976	8	7	1	0	4	5	0	3	4	2
	1%	2%	0	-	1%	2%	-	1%	1%	1%
1977	13	6	7	0	9	4	1	6	5	1
	2%	1%	2%	-	3%	2%	1%	2%	2%	1%
1978	9	7	1	0	6	2	2	3	2	1
	1%	2%	0	-	2%	1%	4%	1%	1%	1%
1979	10	6	4	0	9	1	1	2	5	2
	1%	1%	1%	-	3%	1%	2%	1%	2%	1%
1980	6	4	2	0	2	4	1	3	2	0
	1%	1%	1%	-	1%	2%	1%	1%	1%	-
1981	1	1	0	0	0	1	0	1	0	0
	0	0	-	-	-	1%	-	0	0	-
1982	4	1	3	0	2	2	0	4	0	0
	0	0	1%	-	1%	1%	-	1%	-	-
1983	7	5	2	0	4	3	0	1	4	1
	1%	1%	1%	-	1%	1%	-	0	2%	1%
1984	13	4	9	3	8	2	1	4	3	5
	2%	1%	2%	1%	2%	1%	1%	1%	1%	3%
1985	14	6	8	1	4	9	1	7	4	1
	2%	1%	2%	0	1%	3%	2%	2%	2%	1%
1986	41	36	4	8	16	18	2	24	11	4
	5%	9%	1%	3%	5%	7%	3%	8%	4%	3%
1987	10	4	7	0	4	6	0	6	4	0
	1%	1%	2%	-	1%	3%	-	2%	2%	-
1988	15	7	8	0	12	3	0	8	4	3
	2%	2%	2%	-	4%	1%	-	3%	2%	2%

1\_2. (Second Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1989	12	6	6	4	C 7	1	3	2	5	1
	2%	2%	2%	2%	2%	0	5%	1%	2%	1%
1990	9	6	3	0	6	3	0	4	2	3
	1%	1%	1%	-	2%	1%	-	1%	1%	2%
1991	8	4	5	6	3	0	0	4	4	1
	1%	1%	1%	3%	1%	-	-	1%	1%	1%
1992	15	10	5	4	5	6	2	6	5	2
	2%	2%	1%	2%	2%	3%	3%	2%	2%	2%
1993	62	36	26	23	25	13	5	30	20	7
	8%	9%	7%	10%	8%	5%	8%	9%	8%	5%
1994	37	21	16	11	18	9	1	16	11	8
	5%	5%	4%	5%	6%	3%	2%	5%	4%	5%
1995	7	3	4	2	3	1	1	1	4	0
	1%	1%	1%	1%	1%	0	2%	0	2%	-
1996	11	7	4	6	4	2	1	2	5	3
	1%	2%	1%	3%	1%	1%	2%	1%	2%	2%
1997	8	6	2	6	2	1	0	1	3	4
	1%	1%	1%	3%	1%	0	-	0	1%	3%
1998	10	5	5	4	6	0	0	2	5	3
	1%	1%	1%	2%	2%	0	-	1%	2%	2%
1999	8	6	3	4	3	1	0	0	5	3
	1%	1%	1%	2%	1%	1%	-	0	2%	2%
2000	8	4	4	2	4	2	2	2	4	0
	1%	1%	1%	1%	1%	1%	3%	1%	1%	-
	13	6	6	6	5	1	0	2	4	7

1\_2. (Second Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
2001	2%	2%	2%	3%	2%	0	-	1%	1%	5%
										G
2002	4	4	0	3	1	0	0	0	3	1
	1%	1%	-	1%	0	-	-	-	1%	1%
2003	10	5	5	6	3	1	0	5	4	1
	1%	1%	1%	3%	1%	0	-	2%	1%	1%
2004	14	8	6	7	7	0	2	7	3	2
	2%	2%	2%	3%	2%	-	3%	2%	1%	2%
				E	E					
2005	6	5	1	4	2	0	0	3	1	2
	1%	1%	0	2%	1%	-	-	1%	1%	1%
2006	15	5	9	10	4	1	0	4	6	5
	2%	1%	3%	4%	1%	1%	-	1%	2%	3%
				E						
2007	16	4	11	11	4	0	0	7	3	5
	2%	1%	3%	5%	1%	0	-	2%	1%	4%
				E						
2008	13	3	10	7	6	0	0	5	6	3
	2%	1%	3%	3%	2%	0	-	2%	2%	2%
			A	E						
2009	38	13	25	21	7	11	3	17	11	8
	5%	3%	7%	9%	2%	4%	4%	5%	4%	6%
			A	D						
2010	99	40	59	38	28	33	7	40	36	15
	13%	10%	16%	17%	9%	13%	12%	13%	14%	11%
			A	D						
2011	66	25	41	26	24	16	8	25	21	13
	9%	6%	11%	12%	8%	6%	12%	8%	8%	9%
			A							

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

1\_3. (Third Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	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	671	455	216	151	252	268	47	212	304	108
Weighted	668	368	301	199	249	220	56*	263	227	122*
<b>Third Most Important</b>										
1950	1	1	0	0	1	0	0	0	1	0
	0	0	-	-	0	-	-	-	0	-
1951	1	0	1	0	0	1	0	0	1	0
	0	-	0	-	-	0	-	-	0	-
1953	1	1	0	0	0	1	1	0	0	0
	0	0	-	-	-	0	2%	-	-	-
1955	1	0	1	0	0	1	0	0	1	0
	0	-	0	-	-	0	-	-	0	-
1958	2	2	0	0	0	2	1	1	0	0
	0	0	-	-	-	1%	2%	0	-	-
1959	2	2	0	0	0	2	0	1	1	0
	0	0	-	-	-	1%	-	0	0	-
1961	1	1	0	0	1	0	0	0	1	0
	0	0	-	-	1%	-	-	-	1%	-
1962	4	4	0	0	0	4	1	1	1	1
	1%	1%	-	-	-	2%	2%	0	0	1%
1963	7	3	4	0	1	7	2	2	2	1
	1%	1%	1%	-	0	3%	3%	1%	1%	1%
1964	7	5	3	0	0	7	0	5	1	1
	1%	1%	1%	-	-	3%	-	2%	0	1%
1965	9	6	3	0	0	9	2	4	3	0
	1%	2%	1%	-	-	4%	3%	1%	1%	-
	3	2	1	0	1	2	1	0	1	1

1\_3. (Third Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1966	0	1%	0	-	0	1%	2%	-	0	1%
1967	21	15	6	1	4	16	1	14	4	2
	3%	4%	2%	1%	1%	7%	2%	5%	2%	2%
1968	3	1	1	0	2	0	0	0	3	0
	0	0	0	-	1%	0	-	-	1%	-
1969	1	1	0	0	0	1	0	0	1	0
	0	0	-	-	-	0	-	-	0	-
1970	6	5	1	0	4	2	0	3	0	3
	1%	1%	0	-	2%	1%	-	1%	-	3%
1971	9	3	7	2	4	3	0	3	5	1
	1%	1%	2%	1%	2%	1%	-	1%	2%	1%
1972	14	7	7	0	10	4	3	4	2	5
	2%	2%	2%	-	4%	2%	6%	1%	1%	4%
1973	8	3	5	0	4	4	1	4	2	1
	1%	1%	2%	-	2%	2%	2%	1%	1%	1%
1974	8	2	7	0	4	4	2	2	2	2
	1%	0	2%	-	2%	2%	3%	1%	1%	2%
1975	5	4	1	0	1	5	0	2	2	1
	1%	1%	0	-	0	2%	-	1%	1%	1%
1976	4	4	0	0	2	1	1	2	0	1
	1%	1%	-	-	1%	1%	2%	1%	-	1%
1977	5	5	0	0	3	2	0	4	0	1
	1%	1%	-	-	1%	1%	-	1%	0	1%
1978	8	4	4	0	4	4	2	1	5	0
	1%	1%	1%	-	2%	2%	3%	0	2%	-

1\_3. (Third Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1979	7	5	3	0	3	4	2	2	3	0
	1%	1%	1%	-	1%	2%	3%	1%	1%	-
1980	7	6	1	0	5	2	1	3	2	1
	1%	2%	0	-	2%	1%	2%	1%	1%	1%
1981	2	2	0	0	2	0	0	2	0	0
	0	1%	-	-	1%	0	-	1%	0	-
1982	9	7	3	1	6	3	0	6	1	2
	1%	2%	1%	0	2%	1%	-	2%	1%	2%
1983	5	2	3	1	1	2	0	2	3	0
	1%	1%	1%	1%	1%	1%	-	1%	1%	-
1984	9	4	5	1	6	2	1	5	3	0
	1%	1%	2%	0	2%	1%	2%	2%	1%	0
1985	5	4	1	0	4	1	1	3	1	0
	1%	1%	0	-	2%	1%	2%	1%	0	-
1986	15	11	4	2	8	4	0	7	5	2
	2%	3%	1%	1%	3%	2%	-	3%	2%	2%
1987	13	6	7	2	3	8	0	5	2	6
	2%	2%	2%	1%	1%	3%	-	2%	1%	5%
1988	13	6	7	4	6	4	1	7	4	1
	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%
1989	11	5	7	2	6	4	1	3	7	0
	2%	1%	2%	1%	2%	2%	2%	1%	3%	0
1990	12	6	6	4	5	3	2	4	4	2
	2%	2%	2%	2%	2%	1%	4%	2%	2%	2%
1991	1	0	1	0	1	0	0	0	1	0
	0	-	0	-	0	-	-	-	0	-

1\_3. (Third Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1992	7	3	5	5	3	0	0	4	1	2
	1%	1%	2%	2%	1%	-	-	2%	0	2%
1993	38	26	12	6	20	12	6	12	15	6
	6%	7%	4%	3%	8%	5%	11%	4%	7%	5%
1994	15	7	8	3	8	5	0	9	3	3
	2%	2%	3%	1%	3%	2%	-	3%	2%	2%
1995	2	2	0	1	0	1	0	1	1	0
	0	1%	-	0	-	1%	-	1%	0	-
1996	10	4	6	4	5	2	0	4	4	2
	2%	1%	2%	2%	2%	1%	-	1%	2%	2%
1997	4	3	1	0	2	3	1	0	3	0
	1%	1%	0	-	1%	1%	3%	-	1%	-
1998	7	5	2	2	3	1	0	1	1	4
	1%	1%	1%	1%	1%	1%	-	0	1%	3%
1999	14	6	8	5	8	1	1	5	7	1
	2%	2%	3%	2%	3%	1%	2%	2%	3%	1%
2000	7	3	5	2	5	0	0	1	4	2
	1%	1%	2%	1%	2%	0	-	0	2%	2%
2001	9	5	5	3	1	5	0	3	3	3
	1%	1%	2%	2%	1%	2%	-	1%	1%	2%
2002	6	2	4	4	0	2	0	4	0	2
	1%	1%	1%	2%	0	1%	-	2%	0	2%
2003	3	2	1	2	1	0	0	0	2	1
	0	0	0	1%	0	-	-	-	1%	1%
	20	12	8	16	3	2	3	4	5	8

1\_3. (Third Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
2004	3%	3%	3%	8%	1%	1%	5%	2%	2%	7%
				DE						G
2005	6	3	3	1	3	2	0	2	3	1
	1%	1%	1%	0	1%	1%	-	1%	1%	1%
2006	14	11	2	5	5	4	1	3	5	5
	2%	3%	1%	3%	2%	2%	2%	1%	2%	4%
2007	20	6	14	10	9	1	0	9	7	4
	3%	2%	5%	5%	4%	0	-	3%	3%	3%
				E	E					
2008	21	13	8	11	3	7	2	9	9	1
	3%	4%	3%	5%	1%	3%	4%	3%	4%	1%
				D						
2009	84	34	50	42	24	19	6	28	28	22
	13%	9%	16%	21%	9%	8%	10%	11%	12%	18%
			A	DE						
2010	66	30	35	25	21	19	4	29	23	9
	10%	8%	12%	13%	8%	9%	8%	11%	10%	7%
2011	73	48	25	32	26	16	6	32	27	9
	11%	13%	8%	16%	10%	7%	10%	12%	12%	7%
				E						

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

1\_1to3. (Top 3 Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	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	1046	644	402	218	411	417	78	335	464	169
Weighted	1046	506	540	292	415	339	93*	422	341	189
<b>Top 3 Most Important</b>										
1928	1	1	0	0	1	0	0	1	0	0
	0	0	-	-	0	-	-	0	-	-
1933	1	1	0	1	0	0	0	0	1	0
	0	0	-	0	-	-	-	-	0	-
1942	2	2	0	0	0	2	1	0	1	0
	0	0	-	-	-	1%	1%	-	0	-
1948	1	0	1	0	0	1	0	0	1	0
	0	-	0	-	-	0	-	-	0	-
1949	3	1	2	0	0	3	0	1	2	0
	0	0	0	-	-	1%	-	0	1%	-
1950	3	1	3	0	1	3	0	2	1	0
	0	0	0	-	0	1%	-	0	0	-
1951	2	1	1	0	0	2	1	0	1	0
	0	0	0	-	-	1%	1%	-	0	-
1952	0	0	0	0	0	0	0	0	0	0
	0	0	-	-	-	0	-	-	0	-
1953	1	1	0	0	0	1	1	0	0	0
	0	0	-	-	-	0	1%	-	-	-
1954	6	5	1	0	0	6	2	2	1	0
	1%	1%	0	-	-	2%	2%	1%	0	-
1955	6	3	4	0	1	5	2	1	4	0
	1%	1%	1%	-	0	2%	2%	0	1%	-
	4	0	4	0	0	4	2	0	3	0

1\_1to3. (Top 3 Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1956	0	0	1%	-	-	1%	2%	-	1%	-
						D	G			
1957	1	0	1	0	0	1	0	0	1	0
	0	-	0	-	-	0	-	-	0	-
1958	4	4	0	0	0	4	1	3	1	0
	0	1%	-	-	-	1%	1%	1%	0	-
						D				
1959	2	2	1	0	0	2	0	1	1	0
	0	0	0	-	-	1%	-	0	0	-
1960	6	5	2	0	0	6	2	3	1	1
	1%	1%	0	-	-	2%	2%	1%	0	0
						CD				
1961	8	8	0	0	4	4	1	3	2	2
	1%	2%	-	-	1%	1%	1%	1%	1%	1%
		B								
1962	17	15	2	1	1	14	4	6	3	3
	2%	3%	0	0	0	4%	4%	2%	1%	2%
		B				CD	H			
1963	17	9	8	0	1	16	3	8	5	2
	2%	2%	2%	-	0	5%	3%	2%	1%	1%
						CD				
1964	25	17	8	0	1	24	2	13	6	5
	2%	3%	2%	-	0	7%	2%	3%	2%	2%
						CD				
1965	19	14	5	0	0	19	6	7	5	1
	2%	3%	1%	-	-	6%	6%	2%	2%	0
						CD	GHI			
1966	16	10	5	0	1	15	5	6	3	2
	1%	2%	1%	-	0	4%	5%	1%	1%	1%
						CD	GH			
1967	181	102	78	6	59	115	22	90	43	25
	17%	20%	15%	2%	14%	34%	24%	21%	13%	13%
		B			C	CD	H	HI		
1968	11	9	2	1	5	5	1	3	5	2
	1%	2%	0	0	1%	1%	1%	1%	1%	1%
		B								

1\_1to3. (Top 3 Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1969	7	4	2	2	3	2	0	0	4	3
	1%	1%	0	1%	1%	1%	-	-	1%	1%
1970	24	17	7	0	12	11	1	7	9	7
	2%	3%	1%	-	3%	3%	1%	2%	3%	4%
1971	24	15	9	2	11	11	1	10	11	2
	2%	3%	2%	1%	3%	3%	1%	2%	3%	1%
1972	57	27	30	0	38	19	4	27	17	9
	5%	5%	6%	-	9%	6%	5%	6%	5%	5%
1973	15	6	9	0	10	6	1	7	4	3
	1%	1%	2%	-	2%	2%	1%	2%	1%	1%
1974	26	8	17	0	14	12	3	12	8	4
	2%	2%	3%	-	3%	4%	3%	3%	2%	2%
1975	19	13	7	0	13	6	2	8	5	3
	2%	2%	1%	-	3%	2%	2%	2%	2%	2%
1976	18	16	2	0	9	9	1	6	8	3
	2%	3%	0	-	2%	3%	1%	1%	2%	1%
1977	22	14	8	0	15	7	1	10	8	4
	2%	3%	2%	-	4%	2%	1%	2%	2%	2%
1978	23	16	7	0	15	8	4	6	11	2
	2%	3%	1%	-	4%	2%	4%	2%	3%	1%
1979	23	17	7	0	17	6	3	10	9	2
	2%	3%	1%	-	4%	2%	3%	2%	3%	1%
1980	18	12	6	1	9	8	2	8	6	2
	2%	2%	1%	0	2%	2%	2%	2%	2%	1%
1981	9	6	3	2	4	3	0	5	2	2
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%

1\_1to3. (Top 3 Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1982	22	12	10	1	15	6	1	13	5	3
	2%	2%	2%	0	4%	2%	1%	3%	2%	2%
1983	18	12	6	3	9	6	1	7	9	1
	2%	2%	1%	1%	2%	2%	1%	2%	3%	1%
1984	42	17	24	6	20	16	4	18	12	8
	4%	3%	5%	2%	5%	5%	4%	4%	4%	4%
1985	24	14	11	2	9	13	2	11	6	5
	2%	3%	2%	1%	2%	4%	2%	3%	2%	2%
1986	105	68	37	21	52	32	7	56	29	13
	10%	13%	7%	7%	12%	9%	7%	13%	8%	7%
1987	33	13	20	4	12	18	0	17	9	7
	3%	3%	4%	1%	3%	5%	-	4%	2%	4%
1988	36	16	20	5	23	8	1	17	14	5
	3%	3%	4%	2%	6%	2%	1%	4%	4%	3%
1989	46	29	17	12	22	12	8	15	20	3
	4%	6%	3%	4%	5%	4%	8%	3%	6%	2%
1990	29	13	16	9	15	6	2	12	8	7
	3%	3%	3%	3%	4%	2%	2%	3%	2%	4%
1991	21	12	9	10	10	1	1	8	10	3
	2%	2%	2%	3%	2%	0	1%	2%	3%	2%
1992	41	16	25	18	15	8	2	19	13	7
	4%	3%	5%	6%	4%	2%	2%	4%	4%	4%
1993	232	135	97	77	103	51	23	85	83	40
	22%	27%	18%	27%	25%	15%	25%	20%	24%	21%
	76	40	37	24	36	16	4	32	22	19

1\_1to3. (Top 3 Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
1994	7%	8%	7%	8%	9%	5%	4%	8%	6%	10%
1995	16	11	5	5	5	6	3	4	8	0
	1%	2%	1%	2%	1%	2%	3%	1%	2%	-
1996	36	17	18	15	14	7	1	15	13	7
	3%	3%	3%	5%	3%	2%	1%	3%	4%	4%
1997	20	14	5	10	6	4	1	1	10	7
	2%	3%	1%	3%	1%	1%	2%	0	3%	4%
1998	33	15	17	16	14	3	2	10	10	11
	3%	3%	3%	5%	3%	1%	2%	2%	3%	6%
1999	28	17	11	14	11	3	1	6	13	7
	3%	3%	2%	5%	3%	1%	1%	1%	4%	4%
2000	15	6	9	4	9	2	2	3	8	2
	1%	1%	2%	2%	2%	1%	2%	1%	2%	1%
2001	25	13	12	12	8	6	0	6	9	11
	2%	3%	2%	4%	2%	2%	-	1%	3%	6%
2002	13	9	4	8	3	2	0	6	4	4
	1%	2%	1%	3%	1%	1%	-	1%	1%	2%
2003	18	8	10	10	6	2	0	6	6	6
	2%	2%	2%	3%	1%	1%	-	1%	2%	3%
2004	55	25	31	40	12	3	5	24	11	16
	5%	5%	6%	14%	3%	1%	5%	6%	3%	8%
2005	17	8	8	9	5	3	0	7	5	5
	2%	2%	2%	3%	1%	1%	-	2%	1%	2%
2006	39	18	20	18	14	7	1	9	14	15
	4%	4%	4%	6%	3%	2%	1%	2%	4%	8%

1\_1to3. (Top 3 Most Important) If asked which years of the NHL Stanley Cup Playoffs you remember most, which three would you choose? Please list them in order of importance, with the most important first.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
2007	49	16	33	29	18	2	0	18	19	13
	5%	3%	6%	10%	4%	1%	-	4%	6%	7%
			A	DE	E				F	F
2008	39	18	20	20	11	8	3	14	17	4
	4%	4%	4%	7%	3%	2%	4%	3%	5%	2%
				DE						
2009	133	51	82	69	32	32	8	47	46	32
	13%	10%	15%	24%	8%	9%	9%	11%	13%	17%
			A	DE						
2010	223	93	130	87	69	67	16	94	80	33
	21%	18%	24%	30%	17%	20%	18%	22%	23%	17%
			A	DE						
2011	382	166	217	139	144	99	33	156	122	72
	37%	33%	40%	48%	35%	29%	35%	37%	36%	38%
			A	DE						
<b>Summary</b>										
1967 or 1993	396	227	169	82	156	158	45	166	121	63
	38%	45%	31%	28%	38%	46%	48%	39%	36%	34%
		B			C	CD	I			

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

2. Thinking about your first choice, which of the following best describes why the year you chose as your favourite stood out for you?

	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: All respondents	1046	644	402	218	411	417	78	335	464	169
Weighted	1046	506	540	292	415	339	93*	422	341	189
My favourite team won the Stanley Cup	390	224	166	80	149	161	46	181	110	53
	37%	44%	31%	27%	36%	48%	49%	43%	32%	28%
		B				CD	HI	HI		
Although my favourite team didn't win the Stanley Cup, they had a very exciting run during the Playoffs	295	119	176	101	124	70	19	115	101	60
	28%	23%	33%	35%	30%	21%	20%	27%	29%	31%
			A	E	E					
The NHL team based in my city/region/province won the Stanley Cup and it was exciting to be part of the celebrations	119	58	61	32	43	43	13	40	40	27
	11%	11%	11%	11%	10%	13%	13%	9%	12%	14%
The Playoffs were memorable because of who I was with	68	25	43	24	27	17	1	25	28	15
	7%	5%	8%	8%	6%	5%	1%	6%	8%	8%
									F	
There was a single moment during those Playoffs that I really remember	58	39	19	18	25	16	5	22	19	12
	6%	8%	3%	6%	6%	5%	5%	5%	5%	6%
		B								
Other	117	42	75	37	48	32	10	39	44	23
	11%	8%	14%	13%	11%	10%	10%	9%	13%	12%
			A							

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

2A. And what is the name of your favourite team?

	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: Favourite team won	687	434	253	135	273	279	53	240	292	102
Weighted	685	342	342	181	273	231	65*	296	210	112*
Montreal Canadiens	208	114	94	49	97	63	17	88	70	33
	30%	33%	28%	27%	35%	27%	27%	30%	33%	29%
Toronto Maple Leafs	168	101	67	25	60	83	24	74	47	24
	25%	30%	20%	14%	22%	36%	37%	25%	22%	21%
		B				CD	H			
Vancouver Canucks	115	36	79	30	51	35	10	53	32	20
	17%	11%	23%	16%	19%	15%	15%	18%	15%	18%
			A							
Edmonton oilers	38	10	28	13	11	15	2	18	11	7
	6%	3%	8%	7%	4%	6%	3%	6%	5%	6%
			A							
Boston Bruins	31	16	15	8	14	9	3	14	12	2
	5%	5%	5%	5%	5%	4%	5%	5%	6%	2%
Calgary Flames	27	16	11	13	8	6	2	12	8	6
	4%	5%	3%	7%	3%	3%	4%	4%	4%	5%
Ottawa Senators	24	11	13	14	8	2	1	5	8	10
	3%	3%	4%	8%	3%	1%	2%	2%	4%	9%
				E						G
Detroit Red Wings	15	5	9	7	4	4	0	5	6	4
	2%	2%	3%	4%	1%	2%	-	2%	3%	4%
Chicago Blackhawks	13	13	0	2	4	7	2	6	3	2
	2%	4%	-	1%	1%	3%	4%	2%	1%	2%
		B								
Pittsburgh Penguins	11	2	9	9	2	1	3	5	3	0
	2%	1%	3%	5%	1%	0	4%	2%	2%	-
				DE						
Winnipeg Jets	9	5	5	2	4	3	0	2	6	1
	1%	1%	1%	1%	2%	1%	-	1%	3%	1%
Colorado Avalanche	6	2	4	3	2	1	0	5	1	0
	1%	1%	1%	1%	1%	0	-	2%	0	-

2A. And what is the name of your favourite team?

	GENDER		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
New Jersey Devils	5	2	4	4	1	0	0	3	3	0
	1%	0	1%	2%	0	0	-	1%	1%	-
Philadelphia Flyers	3	1	2	0	3	0	0	3	0	0
	1%	0	1%	-	1%	-	-	1%	-	-
New York Islanders	3	3	0	0	3	0	0	1	2	0
	0	1%	-	-	1%	-	-	0	1%	-
New York Rangers	2	2	1	1	1	1	0	2	0	1
	0	0	0	0	0	0	-	1%	-	1%
Tampa Bay Lightning	2	0	2	2	0	0	0	0	0	2
	0	-	1%	1%	-	-	-	-	-	2%
Los Angeles Kings	1	1	0	0	1	0	0	1	0	0
	0	0	-	-	0	-	-	0	-	-
Dallas Stars	1	1	0	0	0	1	0	0	0	0
	0	0	-	-	-	0	-	0	0	-

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

2B. And what was the single moment? Please describe it.

	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: Single Moment	63	49	14	12	30	21	4	18	28	13
Weighted	58*	39*	19**	18**	25**	16**	5**	22**	19**	12**
Remember the riots/ not my favourite memory/ most memorable/ negative memory/ embarrassed	5	3	2	1	2	2	0	3	2	0
	9%	7%	12%	6%	8%	11%	-	12%	10%	4%
Missed penalty call on Gretzky causing Maple Leaf's to lose the game	3	3	0	3	1	0	0	1	1	1
	6%	8%	-	15%	3%	-	-	7%	4%	9%
Other	17	11	5	7	7	3	3	7	5	1
	29%	29%	28%	40%	28%	17%	62%	34%	28%	7%
Nothing	1	0	1	1	0	0	0	0	1	0
	2%	-	7%	8%	-	-	-	-	7%	-
Don't know	32	22	10	5	15	11	2	11	10	10
	55%	56%	52%	31%	61%	72%	38%	48%	51%	80%

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

2C. And which team are you specifically referring to?

	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: Team based in my region	117	72	45	27	39	51	11	30	53	23
Weighted	119*	58*	61*	32**	43*	43*	13**	40**	40*	27**
Montreal Canadiens	42	23	19	10	19	13	7	17	11	8
	35%	40%	31%	31%	43%	30%	53%	42%	27%	29%
Toronto Maple Leafs	28	18	10	6	6	16	3	8	8	8
	24%	31%	17%	18%	14%	37%	27%	20%	21%	30%
Edmonton oilers	17	4	12	1	9	8	0	7	7	2
	14%	7%	21%	2%	20%	17%	-	19%	18%	8%
Calgary Flames	12	4	8	4	4	4	1	1	8	2
	10%	7%	12%	11%	10%	9%	7%	2%	19%	9%
Vancouver Canucks	8	2	6	2	5	2	1	4	4	0
	7%	4%	11%	7%	11%	4%	5%	10%	9%	-
Detroit Red Wings	4	1	2	4	0	0	0	2	1	0
	3%	3%	4%	12%	-	-	-	6%	4%	-
Chicago Blackhawks	2	0	2	2	0	0	0	0	0	2
	2%	-	3%	7%	-	-	-	-	-	8%
Ottawa Senators	2	1	1	2	0	0	0	0	0	2
	2%	2%	1%	6%	-	-	-	-	-	8%
Boston Bruins	2	2	0	0	1	1	1	0	0	1
	2%	3%	-	-	3%	2%	7%	-	-	4%
Tampa Bay Lightning	1	1	0	1	0	0	0	0	0	1
	1%	2%	-	3%	-	-	-	-	-	4%
Buffalo Sabres	1	1	0	1	0	0	0	0	1	0
	1%	1%	-	2%	-	-	-	-	2%	-

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

2D. And who were you primarily watching the playoffs with?

	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: Who I was with	58	30	28	19	19	20	1	15	32	10
Weighted	68*	25**	43**	24**	27**	17**	1**	25**	28**	15**
Dad	20	9	11	7	7	6	1	8	9	2
	30%	35%	27%	29%	26%	36%	100%	32%	32%	16%
Mom	5	1	5	3	1	1	0	0	5	0
	8%	2%	11%	11%	4%	8%	-	-	19%	-
Friends	33	12	21	13	13	7	0	8	16	10
	49%	50%	48%	53%	48%	43%	-	30%	56%	69%
Siblings	9	5	4	4	2	2	0	1	3	4
	13%	18%	9%	18%	9%	11%	-	5%	11%	30%
Live crowd at a sports bar	0	0	0	0	0	0	0	0	0	0
	1%	2%	-	-	-	3%	-	-	2%	-
Other	18	4	14	7	7	4	0	8	7	3
	27%	15%	33%	28%	26%	26%	-	33%	24%	23%

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

2E. Please elaborate and tell us why you chose that year as your favourite.

	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: Other	121	59	62	25	50	46	9	32	59	21
Weighted	117*	42*	75*	37**	48*	32*	10**	39**	44*	23**
Remember the riots/ not my favourite memory/ most memorable/ negative memory/ embarrassed	22	3	19	5	12	5	4	9	5	4
	19%	8%	25%	14%	25%	15%	45%	22%	12%	15%
It was the most recent/ only one I can think of	9	0	9	6	2	1	0	6	1	2
	8%	-	12%	16%	5%	3%	-	15%	2%	9%
My (favourite) team/ player won the Stanley Cup	6	4	2	2	4	0	0	4	0	2
	5%	9%	3%	6%	8%	-	-	9%	-	10%
It was the first year I've started watching hockey/ first game/ series I've watched (till the end)	6	3	3	5	1	0	0	4	1	0
	5%	6%	4%	12%	2%	-	-	11%	3%	-
I like the team (include. specific team mentions)	5	2	3	1	2	2	0	1	4	1
	5%	5%	4%	3%	4%	7%	-	1%	8%	5%
I like the players (include. specific player mentions)	5	0	4	0	3	1	0	2	3	0
	4%	1%	6%	-	7%	5%	-	6%	6%	-
Good/ exciting game/ series	5	1	4	3	1	1	0	3	2	0
	4%	3%	5%	7%	3%	3%	-	8%	4%	-
Team made it to the finals	3	2	1	2	0	1	0	0	1	2
	2%	5%	1%	5%	-	2%	-	-	1%	8%
(Vancouver) Canucks close to winning the cup	2	2	0	1	0	1	0	0	0	2
	2%	5%	-	3%	-	2%	-	-	-	8%

2E. Please elaborate and tell us why you chose that year as your favourite.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Spending time with family/ friends	1	1	0	0	0	1	0	0	0	1
	1%	2%	-	-	-	2%	-	-	-	3%
Other	2	2	0	1	1	0	0	0	1	1
	2%	4%	1%	3%	1%	1%	-	-	2%	5%
Nothing	1	0	1	0	0	1	0	0	1	0
	1%	-	1%	-	-	3%	-	-	2%	-
Don't know	59	24	35	13	26	20	5	15	28	10
	50%	57%	47%	35%	55%	61%	55%	38%	63%	44%

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

2E. (Rebase) Please elaborate and tell us why you chose that year as your favourite.

	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: Other	55	25	30	15	21	19	4	17	24	10
Weighted	57*	18**	39**	24**	21**	12**	4**	24**	15**	13**
Remember the riots/ not my favourite memory/ most memorable/ negative memory/ embarrassed	22	3	19	5	12	5	4	9	5	4
	39%	19%	48%	22%	55%	42%	100%	36%	35%	27%
It was the most recent/ only one I can think of	9	0	9	6	2	1	0	6	1	2
	16%	-	23%	24%	11%	8%	-	25%	6%	16%
My (favourite) team/ player won the Stanley Cup	6	4	2	2	4	0	0	4	0	2
	10%	20%	6%	10%	17%	-	-	15%	-	18%
It was the first year I've started watching hockey/ first game/ series I've watched (till the end)	6	3	3	5	1	0	0	4	1	0
	10%	15%	8%	19%	6%	-	-	18%	8%	-
I like the team (include. specific team mentions)	5	2	3	1	2	2	0	1	4	1
	9%	12%	8%	5%	8%	20%	-	2%	23%	9%
I like the players (include. specific player mentions)	5	0	4	0	3	1	0	2	3	0
	9%	3%	11%	-	16%	13%	-	9%	17%	-
Good/ exciting game/ series	5	1	4	3	1	1	0	3	2	0
	8%	7%	9%	11%	6%	8%	-	13%	11%	-
Team made it to the finals	3	2	1	2	0	1	0	0	1	2
	4%	11%	1%	7%	-	7%	-	-	4%	15%
(Vancouver) Canucks close to winning the cup	2	2	0	1	0	1	0	0	0	2
	3%	11%	-	5%	-	7%	-	-	-	15%

2E. (Rebase) Please elaborate and tell us why you chose that year as your favourite.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Spending time with family/ friends	1	1	0	0	0	1	0	0	0	1
	1%	4%	-	-	-	7%	-	-	-	6%
Other	2	2	0	1	1	0	0	0	1	1
	4%	10%	1%	5%	3%	3%	-	-	7%	9%

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