



Canadian Online Omni March 5 - 12, 2012

Molson Stanley Cup Banner 2

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5	2. Thinking about your first choice, which of the following best describes why the year you chose as your favourite stood out for you?
6	2A. And what is the name of your favourite team?
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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.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1046	255	95	41	356	232	67	216	328	502	183	863
Weighted	1046	138	107*	68*	401	255	77*	212	315	519	216	830
Most Important												
1928	1	0	0	0	1	0	0	0	1	0	1	0
	0	-	-	-	0	-	-	-	0	-	1%	-
1933	1	0	0	0	1	0	0	1	0	0	0	1
	0	-	-	-	0	-	-	0	-	-	-	0
1942	1	0	0	1	0	0	0	1	0	0	0	1
	0	-	-	1%	-	-	-	0	-	-	-	0
1948	1	0	0	0	1	0	0	0	1	0	0	1
	0	-	-	-	0	-	-	-	0	-	-	0
1949	2	0	1	0	1	0	0	2	0	0	0	2
	0	-	1%	-	0	0	-	1%	0	-	-	0
1950	2	0	0	0	2	0	0	0	0	2	0	2
	0	-	-	-	0	-	-	-	-	0	-	0
1952	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	-	-	-	-	-	-	0	-	-	0
1954	4	0	0	0	1	2	0	2	1	0	0	4
	0	0	-	-	0	1%	-	1%	0	0	-	0
1955	4	0	0	1	2	1	0	1	3	1	0	4
	0	-	-	2%	1%	0	-	0	1%	0	-	1%
1957	1	0	0	0	0	0	1	1	0	0	0	1
	0	-	-	-	-	-	1%	0	-	-	-	0
1958	1	0	0	0	1	0	0	0	0	1	0	1
	0	-	-	-	0	-	-	-	-	0	-	0
1959	1	0	0	0	1	0	0	0	1	0	0	1
	0	-	-	-	0	-	-	-	0	-	-	0
1960	5	0	0	0	1	4	0	3	0	2	1	4
	0	-	-	-	0	2%	-	1%	-	0	0	0
1961	3	0	0	0	2	0	1	0	2	1	0	3
	0	-	-	-	0	-	1%	-	1%	0	-	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.

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1962	7	1	0	0	5	1	1	2	1	5	0	7
	1%	0	-	-	1%	0	1%	1%	0	1%	-	1%
1963	5	1	0	0	3	0	2	2	1	3	0	5
	1%	1%	-	-	1%	-	2%	1%	0	1%	-	1%
1964	7	0	0	1	5	0	1	2	2	3	0	7
	1%	-	-	2%	1%	-	1%	1%	1%	1%	-	1%
1965	3	0	0	0	3	0	0	0	0	3	0	3
	0	-	-	-	1%	-	-	-	-	1%	-	0
1966	3	0	2	0	1	0	0	0	2	1	0	3
	0	0	2%	-	0	-	-	0	1%	0	-	0
1967	140	3	1	3	120	2	12	25	32	83	6	134
	13%	2%	1%	4%	30%	1%	15%	12%	10%	16%	3%	16%
1968	5	0	0	0	3	0	2	2	3	1	1	4
	1%	-	-	-	1%	-	3%	1%	1%	0	1%	1%
1969	5	0	0	1	2	1	0	2	3	0	0	4
	0	0	-	1%	1%	1%	-	1%	1%	-	0	1%
1970	8	0	2	0	2	4	1	2	3	3	1	7
	1%	-	2%	-	1%	1%	1%	1%	1%	1%	1%	1%
1971	7	0	0	1	3	1	2	0	1	6	1	6
	1%	-	-	1%	1%	0	3%	-	0	1%	1%	1%
1972	22	1	2	1	7	8	3	6	4	12	2	20
	2%	0	2%	2%	2%	3%	4%	3%	1%	2%	1%	2%
1973	2	0	0	1	1	0	1	0	1	1	0	2
	0	0	-	1%	0	-	1%	0	0	0	-	0
1974	11	0	0	6	3	1	0	2	3	5	0	11
	1%	0	-	9%	1%	0	-	1%	1%	1%	-	1%
1975	4	0	0	0	1	1	2	0	2	2	1	3
	0	-	-	-	0	0	3%	-	1%	0	1%	0
1976	7	0	0	0	3	2	1	1	3	2	1	5
	1%	-	-	-	1%	1%	2%	1%	1%	0	1%	1%

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	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1977	4	0	0	0	2	2	0	1	2	1	1	3
	0	-	-	-	0	1%	-	0	1%	0	0	0
1978	7	0	3	0	3	1	0	2	1	4	2	5
	1%	-	2%	-	1%	0	-	1%	0	1%	1%	1%
1979	6	0	0	0	0	4	2	1	3	2	3	3
	1%	-	-	-	-	2%	2%	1%	1%	0	1%	0
1980	5	1	1	0	2	1	0	0	2	2	1	4
	0	0	1%	-	1%	1%	-	-	1%	0	1%	0
1981	5	0	2	0	2	1	0	1	1	3	0	5
	1%	-	2%	-	1%	0	-	1%	0	1%	-	1%
1982	9	3	1	2	3	1	0	2	2	5	3	6
	1%	2%	1%	3%	1%	0	-	1%	0	1%	2%	1%
1983	6	0	1	0	1	5	0	1	5	1	1	5
	1%	-	1%	-	0	2%	-	1%	1%	0	1%	1%
1984	20	2	15	3	0	1	0	6	7	7	5	15
	2%	1%	14%	4%	-	0	-	3%	2%	1%	2%	2%
1985	5	1	4	0	0	0	1	0	4	1	2	3
	1%	0	4%	-	-	-	1%	-	1%	0	1%	0
1986	49	1	7	0	5	37	0	10	18	22	24	26
	5%	1%	7%	-	1%	14%	-	5%	6%	4%	11%	3%
1987	10	0	5	3	2	1	0	2	1	7	2	8
	1%	-	4%	4%	0	0	-	1%	0	1%	1%	1%
1988	8	0	5	0	3	0	0	2	1	5	2	6
	1%	-	4%	-	1%	-	-	1%	0	1%	1%	1%
1989	22	1	9	4	4	0	3	2	4	16	6	16
	2%	0	9%	7%	1%	-	4%	1%	1%	3%	3%	2%
1990	8	0	2	0	4	1	1	1	3	4	2	6
	1%	-	2%	-	1%	1%	2%	1%	1%	1%	1%	1%
1991	12	0	0	2	5	2	3	2	6	4	2	10
	1%	0	-	3%	1%	1%	4%	1%	2%	1%	1%	1%

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	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1992	19	0	0	2	8	6	2	6	6	7	2	17
	2%	0	-	3%	2%	2%	3%	3%	2%	1%	1%	2%
1993	133	2	5	3	34	82	6	23	40	70	33	100
	13%	1%	5%	5%	9%	32%	7%	11%	13%	14%	15%	12%
1994	24	11	0	4	7	1	1	2	6	16	5	20
	2%	8%	-	6%	2%	0	2%	1%	2%	3%	2%	2%
1995	7	1	0	0	2	3	0	3	3	1	2	4
	1%	1%	-	-	1%	1%	-	1%	1%	0	1%	1%
1996	14	1	0	1	4	8	0	7	4	3	3	11
	1%	1%	-	2%	1%	3%	-	3%	1%	0	1%	1%
1997	7	0	0	3	2	1	1	3	1	3	1	6
	1%	-	-	5%	0	0	1%	1%	0	1%	0	1%
1998	16	2	4	2	4	2	3	4	3	8	7	10
	2%	1%	4%	3%	1%	1%	4%	2%	1%	2%	3%	1%
1999	5	0	0	0	5	0	0	2	2	1	1	5
	1%	0	-	-	1%	-	-	1%	1%	0	0	1%
2001	3	0	0	0	2	1	0	0	2	1	0	3
	0	-	-	-	0	0	-	-	1%	0	-	0
2002	3	0	0	0	2	1	0	0	0	3	1	2
	0	-	-	-	1%	0	-	-	-	1%	0	0
2003	5	0	2	0	3	1	0	0	2	4	0	5
	1%	-	2%	-	1%	0	-	-	1%	1%	-	1%
2004	22	0	3	0	10	8	0	3	4	15	7	15
	2%	-	3%	-	3%	3%	-	1%	1%	3%	3%	2%
2005	5	0	4	0	0	0	0	2	2	0	2	3
	0	-	4%	-	-	0	-	1%	1%	-	1%	0
2006	11	1	6	0	4	0	0	0	3	7	3	8
	1%	1%	5%	-	1%	-	-	-	1%	1%	1%	1%
2007	14	0	1	0	11	1	0	2	5	6	4	10
	1%	-	1%	-	3%	1%	-	1%	2%	1%	2%	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.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
					A							
2008	5	0	0	2	1	1	1	1	3	1	0	5
	0	-	-	3%	0	0	1%	1%	1%	0	-	1%
2009	12	0	0	0	5	4	3	2	5	5	4	7
	1%	0	-	-	1%	1%	4%	1%	2%	1%	2%	1%
2010	58	8	2	3	21	18	8	17	12	30	13	46
	6%	6%	1%	5%	5%	7%	10%	8%	4%	6%	6%	5%
2011						B						
	243	97	19	17	64	32	13	43	83	117	57	186
	23%	70%	18%	25%	16%	13%	17%	20%	26%	23%	26%	22%
		BCDEF										

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	783	162	77	32	277	178	57	166	243	374	141	642
Weighted	778	86	86*	49**	297	195	65*	161	226	392	164	614
Second Most Important												
1942	1	0	0	0	1	0	0	0	1	0	0	1
	0	-	-	-	0	-	-	-	0	-	-	0
1949	1	0	0	0	1	0	0	0	1	0	0	1
	0	-	-	-	0	-	-	-	0	-	-	0
1950	1	0	1	0	0	0	0	1	0	0	0	1
	0	-	1%	-	-	-	-	1%	-	-	-	0
1951	1	0	0	0	1	0	0	0	0	1	0	1
	0	-	-	-	0	-	-	-	-	0	-	0
1954	2	0	0	0	1	1	0	1	0	1	0	2
	0	-	-	-	0	0	-	1%	-	0	-	0
1955	1	0	0	0	0	1	0	1	0	0	0	1
	0	-	-	-	-	0	-	1%	-	-	-	0
1956	4	0	0	1	0	2	1	1	3	0	0	4
	1%	0	-	3%	-	1%	2%	1%	1%	-	-	1%
1958	2	0	0	0	2	0	0	1	1	0	0	2
	0	-	-	-	1%	-	-	1%	0	-	-	0
1960	2	0	0	0	2	0	0	0	0	2	0	2
	0	-	-	-	1%	-	-	-	-	0	-	0
1961	4	0	0	0	2	0	2	1	0	2	0	4
	0	-	-	-	1%	-	3%	1%	-	1%	-	1%
1962	6	0	0	0	3	1	1	2	1	2	0	6
	1%	0	-	-	1%	0	2%	2%	1%	1%	-	1%
1963	4	1	0	0	1	1	2	1	1	3	0	4
	1%	1%	-	-	0	0	3%	0	0	1%	-	1%
1964	10	1	0	0	9	0	1	2	0	8	0	10
	1%	1%	-	-	3%	-	1%	1%	-	2%	-	2%
1965	7	0	0	0	7	0	0	3	3	1	0	7
	1%	0	-	-	2%	-	-	2%	1%	0	-	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.

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1966	10	0	0	0	7	1	2	2	2	6	0	10
	1%	-	-	-	2%	0	3%	1%	1%	1%	-	2%
1967	20	1	3	5	8	0	3	3	5	13	1	19
	3%	1%	4%	11%	3%	-	4%	2%	2%	3%	1%	3%
1968	3	1	0	0	2	0	0	1	1	1	0	3
	0	1%	-	-	1%	-	-	0	1%	0	-	1%
1969	2	0	0	0	1	0	1	1	0	1	0	2
	0	-	-	-	0	-	1%	0	-	0	-	0
1970	9	0	1	0	5	3	1	4	3	3	0	9
	1%	-	1%	-	2%	1%	1%	2%	1%	1%	-	2%
1971	7	0	0	0	4	0	3	1	4	3	1	6
	1%	-	-	-	1%	0	4%	1%	2%	1%	1%	1%
1972	21	1	0	0	10	3	6	5	5	10	1	20
	3%	1%	1%	-	4%	1%	9%	3%	2%	3%	1%	3%
1973	6	0	0	0	3	2	0	2	2	2	1	4
	1%	0	-	-	1%	1%	-	1%	1%	0	1%	1%
1974	7	0	0	4	2	0	0	1	5	1	0	7
	1%	0	-	8%	1%	-	-	1%	2%	0	-	1%
1975	10	0	0	0	4	5	0	0	4	6	1	9
	1%	-	-	-	1%	3%	-	-	2%	1%	0	1%
1976	8	0	0	1	4	3	0	4	2	3	0	8
	1%	-	-	3%	1%	1%	-	2%	1%	1%	-	1%
1977	13	0	0	0	8	3	1	1	2	9	2	11
	2%	0	-	-	3%	2%	2%	1%	1%	2%	1%	2%
1978	9	0	0	0	4	4	0	2	1	6	1	7
	1%	0	-	-	1%	2%	-	1%	1%	1%	1%	1%
1979	10	0	0	0	6	4	0	3	2	5	3	7
	1%	-	-	-	2%	2%	-	2%	1%	1%	2%	1%
1980	6	0	0	0	2	2	2	2	3	1	0	6
	1%	-	-	-	1%	1%	4%	1%	2%	0	-	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.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1981	1	0	1	0	0	0	0	0	1	0	0	1
	0	-	1%	-	-	0	-	-	0	0	-	0
1982	4	1	2	0	1	0	0	1	0	3	1	3
	0	1%	2%	-	0	-	-	1%	-	1%	1%	0
1983	7	0	2	1	2	3	0	1	4	1	2	4
	1%	-	2%	1%	1%	1%	-	0	2%	0	1%	1%
1984	13	1	8	0	0	3	1	4	3	6	3	10
	2%	1%	10%	-	-	1%	2%	3%	1%	1%	2%	2%
1985	14	2	9	0	2	0	1	5	3	6	2	12
	2%	3%	10%	-	1%	-	1%	3%	1%	2%	1%	2%
1986	41	0	3	6	8	24	1	10	14	17	7	34
	5%	-	3%	11%	3%	12%	2%	6%	6%	4%	4%	5%
1987	10	1	5	0	1	2	1	1	5	4	4	6
	1%	2%	6%	-	0	1%	2%	1%	2%	1%	2%	1%
1988	15	1	5	1	2	2	5	2	2	11	3	12
	2%	1%	5%	2%	1%	1%	7%	1%	1%	3%	2%	2%
1989	12	0	5	0	5	1	1	0	1	11	5	7
	2%	0	6%	-	2%	0	2%	-	0	3%	3%	1%
1990	9	1	3	0	4	0	1	2	1	6	0	9
	1%	1%	4%	-	1%	-	2%	1%	0	2%	-	1%
1991	8	1	0	1	1	3	2	6	0	2	4	5
	1%	1%	-	2%	0	2%	3%	4%	-	1%	2%	1%
1992	15	0	0	1	10	3	2	6	2	7	1	14
	2%	0	-	1%	3%	1%	2%	4%	1%	2%	1%	2%
1993	62	1	0	3	17	38	3	10	23	28	24	38
	8%	1%	-	6%	6%	20%	5%	6%	10%	7%	14%	6%
1994	37	23	2	0	8	3	0	8	10	18	6	31
	5%	27%	3%	-	3%	1%	-	5%	5%	5%	4%	5%
1995	7	1	0	0	5	0	0	1	1	4	1	6
	1%	2%	-	-	2%	0	-	1%	1%	1%	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.

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1996	11	1	1	2	5	2	0	6	2	4	1	10
	1%	1%	1%	4%	2%	1%	-	4%	1%	1%	1%	2%
1997	8	1	0	0	8	0	0	2	0	6	1	7
	1%	1%	-	-	3%	-	-	1%	-	2%	1%	1%
1998	10	2	0	0	6	2	0	1	3	6	2	8
	1%	2%	-	-	2%	1%	-	1%	1%	2%	1%	1%
1999	8	1	0	0	8	0	0	2	3	4	3	5
	1%	1%	-	-	3%	-	-	1%	1%	1%	2%	1%
2000	8	2	0	0	3	2	0	1	3	4	5	3
	1%	2%	-	-	1%	1%	-	1%	1%	1%	3%	0
2001	13	1	0	1	7	3	0	4	3	6	1	11
	2%	1%	-	3%	2%	2%	-	2%	1%	2%	1%	2%
2002	4	0	0	0	3	1	0	0	2	1	1	3
	1%	-	-	-	1%	1%	-	-	1%	0	0	1%
2003	10	0	2	0	5	2	0	3	2	5	4	6
	1%	-	3%	-	2%	1%	-	2%	1%	1%	2%	1%
2004	14	2	3	2	4	2	0	5	2	7	6	7
	2%	2%	4%	4%	1%	1%	-	3%	1%	2%	4%	1%
2005	6	1	0	0	4	1	0	0	5	1	1	5
	1%	1%	-	-	1%	1%	-	-	2%	0	1%	1%
2006	15	2	8	2	1	2	0	1	2	12	8	7
	2%	2%	10%	4%	0	1%	-	0	1%	3%	5%	1%
2007	16	2	2	0	7	4	0	1	4	10	5	11
	2%	3%	2%	-	2%	2%	-	1%	2%	3%	3%	2%
2008	13	0	5	0	7	2	0	4	1	9	8	5
	2%	-	6%	-	2%	1%	-	2%	1%	2%	5%	1%
2009	38	3	0	6	9	17	2	7	16	14	5	33
	5%	3%	-	13%	3%	9%	4%	5%	7%	4%	3%	5%
2010	99	17	9	8	32	24	10	10	41	48	23	76
	13%	19%	10%	15%	11%	12%	15%	6%	18%	12%	14%	12%

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		D							G			
2011	66	13	6	4	23	10	10	11	16	40	14	53
	9%	15%	7%	8%	8%	5%	16%	7%	7%	10%	8%	9%
		DE					E					

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

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.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	671	123	66	28	247	157	50	150	206	315	120	551
Weighted	668	64	70*	41**	268	169	56*	149	196	323	139*	530
Third Most Important												
1950	1	0	0	0	0	1	0	0	1	0	0	1
	0	-	-	-	-	0	-	-	0	-	-	0
1951	1	0	1	0	0	0	0	1	0	0	0	1
	0	-	1%	-	-	-	-	1%	-	-	-	0
1953	1	0	0	0	0	1	0	0	0	1	0	1
	0	-	-	-	-	1%	-	-	-	0	-	0
1955	1	0	0	0	0	0	1	1	0	0	0	1
	0	-	-	-	-	-	2%	1%	-	-	-	0
1958	2	0	1	0	0	1	0	0	0	2	0	2
	0	-	1%	-	-	1%	-	-	-	1%	-	0
1959	2	0	0	0	2	0	0	2	0	0	0	2
	0	-	-	-	1%	-	-	1%	-	-	-	0
1961	1	0	0	0	1	0	0	0	1	1	0	1
	0	-	-	-	0	-	-	-	0	0	-	0
1962	4	0	1	0	3	0	0	2	1	1	1	3
	1%	-	1%	-	1%	-	-	1%	1%	0	1%	1%
1963	7	0	0	0	7	0	0	3	1	3	0	7
	1%	-	-	-	3%	-	-	2%	1%	1%	-	1%
1964	7	1	1	0	2	0	3	1	2	4	0	7
	1%	1%	1%	-	1%	0	5%	1%	1%	1%	-	1%
1965	9	1	0	0	5	2	1	1	2	6	0	9
	1%	1%	-	-	2%	1%	1%	1%	1%	2%	-	2%
1966	3	0	0	0	2	0	1	0	2	1	0	3
	0	-	-	-	1%	-	2%	-	1%	0	-	1%
1967	21	3	0	1	14	2	1	6	5	10	1	20
	3%	5%	-	3%	5%	1%	2%	4%	3%	3%	0	4%
1968	3	0	0	0	2	0	0	0	0	2	0	3
	0	0	-	-	1%	0	-	0	-	1%	-	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.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1969	1	0	0	0	1	0	0	0	0	1	0	1
	0	-	-	-	0	-	-	-	-	0	-	0
1970	6	1	0	1	0	0	3	0	3	3	0	6
	1%	2%	-	4%	-	-	6%	-	2%	1%	-	1%
1971	9	1	0	0	1	6	1	3	4	2	3	6
	1%	2%	-	-	0	4%	2%	2%	2%	1%	2%	1%
1972	14	1	0	0	7	4	2	5	4	5	1	14
	2%	2%	-	-	3%	2%	3%	4%	2%	1%	0	3%
1973	8	1	1	0	2	4	0	4	1	3	0	8
	1%	1%	1%	-	1%	2%	-	3%	1%	1%	-	1%
1974	8	0	0	0	5	2	1	1	3	5	0	8
	1%	-	1%	-	2%	1%	1%	0	2%	1%	-	2%
1975	5	0	1	1	0	3	0	0	3	2	0	5
	1%	1%	1%	2%	-	2%	-	0	2%	0	-	1%
1976	4	0	0	0	1	2	0	2	0	1	0	4
	1%	1%	-	-	0	1%	-	1%	0	0	-	1%
1977	5	0	0	1	0	2	1	4	0	2	0	5
	1%	-	1%	3%	-	1%	2%	2%	-	1%	-	1%
1978	8	0	0	0	4	4	0	0	2	6	2	6
	1%	-	-	-	2%	2%	-	-	1%	2%	1%	1%
1979	7	0	0	1	0	5	1	3	2	2	1	6
	1%	0	-	2%	-	3%	2%	2%	1%	1%	1%	1%
1980	7	1	1	0	4	0	1	0	1	6	2	5
	1%	1%	2%	-	1%	0	2%	-	1%	2%	1%	1%
1981	2	0	0	2	0	0	0	0	2	0	0	2
	0	-	-	4%	-	0	-	0	1%	-	-	0
1982	9	6	1	0	1	1	0	2	1	6	0	9
	1%	9%	1%	-	0	1%	-	2%	1%	2%	0	2%
1983	5	0	1	1	1	1	0	3	1	0	0	5
	1%	-	2%	3%	0	1%	-	2%	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.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1984	9	3	2	0	3	1	0	1	1	7	2	7
	1%	4%	3%	-	1%	1%	-	1%	1%	2%	1%	1%
1985	5	1	2	0	2	0	0	3	1	2	2	4
	1%	2%	2%	-	1%	0	-	2%	0	1%	1%	1%
1986	15	0	4	0	3	6	1	2	8	5	4	11
	2%	-	6%	-	1%	4%	2%	1%	4%	1%	3%	2%
1987	13	2	8	1	3	0	0	3	5	5	2	11
	2%	2%	11%	3%	1%	-	-	2%	2%	2%	1%	2%
1988	13	0	6	2	3	2	0	1	7	5	4	9
	2%	1%	8%	5%	1%	1%	-	1%	4%	1%	3%	2%
1989	11	1	3	0	6	1	1	1	3	7	4	8
	2%	1%	4%	-	2%	1%	1%	1%	2%	2%	3%	1%
1990	12	1	6	1	1	1	1	1	3	7	3	9
	2%	2%	9%	2%	1%	1%	2%	1%	1%	2%	2%	2%
1991	1	0	0	0	0	1	0	1	0	0	0	1
	0	-	-	-	-	1%	-	1%	-	-	-	0
1992	7	1	0	0	2	2	2	4	0	3	1	7
	1%	1%	-	-	1%	1%	4%	3%	-	1%	0	1%
1993	38	2	0	1	14	19	2	14	6	19	14	24
	6%	3%	-	4%	5%	11%	4%	9%	3%	6%	10%	5%
1994	15	3	0	3	7	1	1	3	4	8	3	12
	2%	4%	-	8%	3%	0	2%	2%	2%	3%	2%	2%
1995	2	0	0	0	2	0	0	1	0	1	1	1
	0	1%	-	-	1%	-	-	1%	-	0	1%	0
1996	10	2	0	2	5	1	0	4	2	4	0	10
	2%	4%	-	5%	2%	1%	-	3%	1%	1%	-	2%
1997	4	0	0	1	2	1	0	2	0	3	0	4
	1%	0	-	3%	1%	0	-	1%	-	1%	-	1%
1998	7	0	0	1	6	0	0	2	1	4	1	5
	1%	-	-	2%	2%	-	-	1%	1%	1%	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.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1999	14	2	0	0	8	1	3	2	6	7	3	11
	2%	3%	1%	-	3%	1%	5%	1%	3%	2%	2%	2%
2000	7	0	1	0	5	1	0	0	2	5	3	4
	1%	1%	2%	-	2%	1%	-	-	1%	2%	2%	1%
2001	9	0	1	0	4	3	1	2	2	5	1	8
	1%	-	1%	-	2%	2%	2%	1%	1%	2%	1%	2%
2002	6	0	2	0	4	0	0	3	0	4	1	5
	1%	0	3%	-	1%	-	-	2%	0	1%	1%	1%
2003	3	0	0	0	2	1	0	0	3	0	1	2
	0	-	-	-	1%	1%	-	-	2%	-	0	0
2004	20	1	1	2	8	4	4	5	5	10	5	15
	3%	1%	2%	4%	3%	2%	8%	3%	3%	3%	3%	3%
2005	6	0	2	0	3	1	0	2	1	3	0	6
	1%	-	2%	-	1%	1%	-	1%	1%	1%	-	1%
2006	14	0	3	0	6	3	1	1	6	7	1	12
	2%	-	5%	-	2%	2%	2%	0	3%	2%	1%	2%
2007	20	0	4	0	11	4	0	1	7	12	5	15
	3%	1%	6%	-	4%	2%	-	1%	3%	4%	4%	3%
2008	21	1	0	3	7	8	1	6	5	10	4	17
	3%	2%	-	8%	3%	5%	2%	4%	2%	3%	3%	3%
2009	84	11	8	6	33	17	8	13	31	39	22	62
	13%	18%	11%	15%	12%	10%	14%	9%	16%	12%	16%	12%
2010	66	7	4	2	20	25	8	8	23	34	23	42
	10%	10%	5%	5%	8%	15%	14%	6%	12%	11%	17%	8%
2011	73	9	4	6	31	19	4	18	20	34	19	54
	11%	13%	6%	15%	12%	11%	7%	12%	10%	11%	14%	10%

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

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1046	255	95	41	356	232	67	216	328	502	183	863
Weighted	1046	138	107*	68*	401	255	77*	212	315	519	216	830
Top 3 Most Important												
1928	1	0	0	0	1	0	0	0	1	0	1	0
	0	-	-	-	0	-	-	-	0	-	1%	-
1933	1	0	0	0	1	0	0	1	0	0	0	1
	0	-	-	-	0	-	-	0	-	-	-	0
1942	2	0	0	1	1	0	0	1	1	0	0	2
	0	-	-	1%	0	-	-	0	0	-	-	0
1948	1	0	0	0	1	0	0	0	1	0	0	1
	0	-	-	-	0	-	-	-	0	-	-	0
1949	3	0	1	0	2	0	0	2	1	0	0	3
	0	-	1%	-	0	0	-	1%	0	-	-	0
1950	3	0	1	0	2	1	0	1	1	2	0	3
	0	-	1%	-	0	0	-	0	0	0	-	0
1951	2	0	1	0	1	0	0	1	0	1	0	2
	0	-	1%	-	0	-	-	0	-	0	-	0
1952	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	-	-	-	-	-	-	0	-	-	0
1953	1	0	0	0	0	1	0	0	0	1	0	1
	0	-	-	-	-	0	-	-	-	0	-	0
1954	6	0	0	0	2	3	0	3	1	1	0	6
	1%	0	-	-	0	1%	-	1%	0	0	-	1%
1955	6	0	0	1	2	2	1	3	3	1	0	6
	1%	-	-	2%	1%	1%	1%	1%	1%	0	-	1%
1956	4	0	0	1	0	2	1	1	3	0	0	4
	0	0	-	2%	-	1%	1%	0	1%	-	-	1%
1957	1	0	0	0	0	0	1	1	0	0	0	1
	0	-	-	-	-	-	1%	0	-	-	-	0
1958	4	0	1	0	2	1	0	1	1	3	0	4
	0	-	1%	-	1%	0	-	0	0	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.

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1959	2	0	0	0	2	0	0	2	1	0	0	2
	0	-	-	-	1%	-	-	1%	0	-	-	0
1960	6	0	0	0	2	4	0	3	0	3	1	5
	1%	-	-	-	1%	2%	-	1%	-	1%	0	1%
1961	8	0	0	0	5	0	3	1	3	4	0	8
	1%	-	-	-	1%	-	4%	1%	1%	1%	-	1%
1962	17	1	1	0	11	2	2	6	3	8	1	16
	2%	1%	1%	-	3%	1%	2%	3%	1%	2%	0	2%
1963	17	1	0	0	11	1	3	5	3	9	0	17
	2%	1%	-	-	3%	0	5%	2%	1%	2%	-	2%
1964	25	1	1	1	17	0	5	5	4	15	0	25
	2%	1%	1%	2%	4%	0	6%	2%	1%	3%	-	3%
1965	19	1	0	0	15	2	1	5	4	10	0	19
	2%	1%	-	-	4%	1%	1%	2%	1%	2%	-	2%
1966	16	0	2	0	10	1	3	2	6	7	0	16
	1%	0	2%	-	2%	0	4%	1%	2%	1%	-	2%
1967	181	6	4	9	143	4	15	33	42	105	7	173
	17%	4%	4%	14%	36%	1%	20%	16%	13%	20%	3%	21%
1968	11	1	0	0	7	0	2	3	4	4	1	10
	1%	1%	-	-	2%	0	3%	1%	1%	1%	1%	1%
1969	7	0	0	1	4	1	1	2	3	2	0	6
	1%	0	-	1%	1%	1%	1%	1%	1%	0	0	1%
1970	24	1	2	1	7	7	5	6	8	9	1	22
	2%	1%	2%	2%	2%	3%	6%	3%	3%	2%	1%	3%
1971	24	1	0	1	8	7	6	4	9	11	6	18
	2%	1%	-	1%	2%	3%	8%	2%	3%	2%	3%	2%
1972	57	3	3	1	25	14	11	17	13	27	4	53
	5%	2%	3%	2%	6%	5%	14%	8%	4%	5%	2%	6%
1973	15	1	1	1	6	6	1	6	4	5	1	14
	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1974	26	1	0	10	11	3	1	4	11	11	0	26
	2%	1%	0	14%	3%	1%	1%	2%	4%	2%	-	3%
1975				ABDEF								J
	19	0	1	1	5	10	2	0	9	9	2	17
	2%	0	1%	1%	1%	4%	3%	0	3%	2%	1%	2%
1976						A			G			
	18	0	0	1	8	7	1	7	5	6	1	17
	2%	0	-	2%	2%	3%	2%	3%	2%	1%	1%	2%
1977												
	22	0	0	1	10	8	2	6	5	12	3	19
	2%	0	0	2%	3%	3%	3%	3%	1%	2%	1%	2%
1978						A						
	23	0	3	0	11	9	0	3	4	15	5	18
	2%	0	2%	-	3%	4%	-	2%	1%	3%	2%	2%
1979						A						
	23	0	0	1	6	14	3	7	7	9	7	17
	2%	0	-	1%	1%	5%	4%	3%	2%	2%	3%	2%
1980						ABD						
	18	1	2	0	7	4	4	2	7	9	3	15
	2%	1%	2%	-	2%	2%	5%	1%	2%	2%	1%	2%
1981												
	9	0	3	2	2	2	0	2	4	4	0	9
	1%	-	3%	3%	1%	1%	-	1%	1%	1%	-	1%
1982												
	22	10	3	2	6	2	0	6	3	14	5	18
	2%	7%	3%	3%	1%	1%	-	3%	1%	3%	2%	2%
1983												
	18	0	4	2	3	8	0	5	10	2	4	14
	2%	-	4%	3%	1%	3%	-	3%	3%	0	2%	2%
1984												
	42	5	26	3	3	5	1	11	11	19	10	32
	4%	4%	24%	4%	1%	2%	1%	5%	4%	4%	5%	4%
1985												
	24	4	14	0	4	0	1	7	7	10	6	19
	2%	3%	13%	-	1%	0	2%	3%	2%	2%	3%	2%
1986												
	105	1	14	6	15	67	2	23	39	43	35	70
	10%	1%	13%	8%	4%	26%	3%	11%	12%	8%	16%	8%
1987												
	33	3	17	4	6	3	1	6	11	17	8	25
	3%	2%	16%	5%	1%	1%	1%	3%	3%	3%	4%	3%
1988												
	36	1	15	3	8	5	5	6	10	21	10	27
	3%	1%	14%	4%	2%	2%	6%	3%	3%	4%	5%	3%

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
1989			ADE				A					
	46	2	17	4	15	2	6	3	8	34	14	32
	4%	1%	16%	7%	4%	1%	7%	1%	3%	7%	6%	4%
1990			ADE	E	E		AE			GH		
	29	2	11	1	9	2	3	4	7	18	4	24
	3%	1%	10%	1%	2%	1%	4%	2%	2%	3%	2%	3%
1991			ADE									
	21	1	0	3	6	7	5	9	6	6	6	16
	2%	1%	-	4%	1%	3%	6%	4%	2%	1%	3%	2%
1992							ABD	I				
	41	1	0	3	20	11	6	16	7	17	4	37
	4%	1%	-	4%	5%	4%	8%	8%	2%	3%	2%	4%
1993					AB	A	AB	HI				
	232	5	5	8	63	140	11	46	69	116	69	163
	22%	3%	5%	11%	16%	55%	14%	22%	22%	22%	32%	20%
1994					AB	ABCDF	A				K	
	76	37	2	8	23	4	3	13	21	42	14	63
	7%	27%	2%	11%	6%	2%	3%	6%	7%	8%	6%	8%
1995		BCDEF		E	E							
	16	3	0	0	9	4	0	6	4	5	4	11
	1%	2%	-	-	2%	1%	-	3%	1%	1%	2%	1%
1996												
	36	4	1	5	14	11	0	17	8	10	5	31
	3%	3%	1%	8%	3%	4%	-	8%	2%	2%	2%	4%
1997								HI				
	20	1	0	5	12	2	1	7	1	12	2	18
	2%	1%	-	7%	3%	1%	1%	3%	0	2%	1%	2%
1998				ABE				H		H		
	33	4	4	3	15	4	3	7	8	18	10	22
	3%	3%	4%	4%	4%	2%	4%	3%	2%	3%	5%	3%
1999												
	28	3	0	0	20	1	3	5	11	12	7	21
	3%	2%	0	-	5%	0	4%	2%	3%	2%	3%	3%
2000					E		E					
	15	2	1	0	8	4	0	1	5	10	8	7
	1%	2%	1%	-	2%	1%	-	0	1%	2%	4%	1%
2001											K	
	25	1	1	1	13	8	1	6	7	12	3	22
	2%	1%	1%	2%	3%	3%	1%	3%	2%	2%	1%	3%
2002												
	13	0	2	0	9	2	0	3	3	8	2	11
	1%	0	2%	-	2%	1%	-	1%	1%	2%	1%	1%
2003												
	18	0	4	0	10	4	0	3	7	9	4	14
	2%	-	4%	-	2%	2%	-	1%	2%	2%	2%	2%

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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
			A		A							
2004	55	2	8	4	23	14	4	12	11	32	18	37
	5%	2%	7%	5%	6%	6%	6%	6%	3%	6%	8%	4%
			A		A							
2005	17	1	6	0	7	3	0	4	8	4	3	13
	2%	1%	5%	-	2%	1%	-	2%	3%	1%	2%	2%
			AE									
2006	39	3	17	2	11	5	1	1	11	27	12	27
	4%	2%	16%	3%	3%	2%	2%	1%	3%	5%	6%	3%
			ACDEF							G		
2007	49	3	7	0	30	9	0	5	16	29	14	36
	5%	2%	7%	-	8%	4%	-	2%	5%	6%	6%	4%
			F		AF							
2008	39	1	5	5	16	10	2	11	8	19	12	26
	4%	1%	4%	8%	4%	4%	2%	5%	3%	4%	6%	3%
			A									
2009	133	15	8	12	47	38	13	23	53	58	32	102
	13%	11%	8%	18%	12%	15%	17%	11%	17%	11%	15%	12%
									I			
2010	223	31	14	13	73	67	25	36	75	112	59	164
	21%	23%	13%	19%	18%	26%	33%	17%	24%	22%	27%	20%
						BD	BD				K	
2011	382	119	29	27	118	61	28	72	119	191	90	293
	37%	86%	27%	40%	30%	24%	36%	34%	38%	37%	42%	35%
		BCDEF										
Summary												
1967 or 1993	396	10	9	16	194	141	26	77	109	210	74	322
	38%	7%	9%	23%	48%	55%	33%	36%	35%	40%	34%	39%
				AB	ABCF	ABCF	AB					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1046	255	95	41	356	232	67	216	328	502	183	863
Weighted	1046	138	107*	68*	401	255	77*	212	315	519	216	830
My favourite team won the Stanley Cup	390	11	29	25	159	124	44	87	104	199	54	336
	37%	8%	27%	36%	40%	48%	56%	41%	33%	38%	25%	40%
			A	A	AB	AB	ABD					J
Although my favourite team didn't win the Stanley Cup, they had a very exciting run during the Playoffs	295	85	37	19	111	29	13	43	96	156	75	219
	28%	62%	35%	28%	28%	11%	17%	20%	31%	30%	35%	26%
		BCDEF	EF	E	E				G	G	K	
The NHL team based in my city/region/province won the Stanley Cup and it was exciting to be part of the celebrations	119	8	31	2	36	39	2	27	40	52	27	91
	11%	6%	29%	4%	9%	15%	2%	13%	13%	10%	13%	11%
			ACDEF			ADF						
The Playoffs were memorable because of who I was with	68	1	1	1	36	24	7	13	21	35	21	47
	7%	0	1%	1%	9%	9%	8%	6%	7%	7%	10%	6%
					AB	AB	AB					
There was a single moment during those Playoffs that I really remember	58	8	2	9	12	22	5	17	18	22	16	42
	6%	6%	2%	13%	3%	9%	6%	8%	6%	4%	7%	5%
				BD		D						
Other	117	25	7	12	47	17	8	25	36	56	22	95
	11%	18%	6%	18%	12%	7%	11%	12%	11%	11%	10%	11%
		BDE		E								

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

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Favourite team won	687	174	57	26	244	137	49	131	213	343	111	576
Weighted	685	96	66*	44**	270	153	56*	130*	200	355	130*	555
Montreal Canadiens	208	3	5	14	42	122	22	39	74	96	48	160
	30%	3%	8%	32%	15%	80%	39%	30%	37%	27%	37%	29%
Toronto Maple Leafs	168	3	1	4	143	1	15	28	40	101	18	150
	25%	3%	2%	10%	53%	1%	27%	22%	20%	28%	14%	27%
Vancouver Canucks	115	81	11	2	19	2	0	18	41	55	22	93
	17%	85%	17%	4%	7%	1%	-	14%	21%	16%	17%	17%
Edmonton Oilers	38	2	31	4	0	0	1	7	12	19	11	27
	6%	2%	47%	9%	-	-	2%	5%	6%	5%	8%	5%
Boston Bruins	31	2	1	2	9	11	6	7	10	14	5	26
	5%	2%	2%	4%	3%	7%	11%	6%	5%	4%	4%	5%
Calgary Flames	27	1	14	5	7	0	1	3	4	21	6	21
	4%	1%	21%	12%	2%	-	1%	2%	2%	6%	4%	4%
Ottawa Senators	24	0	0	0	20	4	0	4	5	15	10	14
	3%	-	-	-	7%	3%	-	3%	3%	4%	8%	3%
Detroit Red Wings	15	0	0	3	9	0	3	4	2	9	0	15
	2%	-	-	8%	3%	-	5%	3%	1%	2%	-	3%
Chicago Blackhawks	13	0	0	0	8	1	3	2	3	7	2	11
	2%	0	1%	-	3%	1%	5%	2%	2%	2%	2%	2%
Pittsburgh Penguins	11	0	0	1	1	5	4	9	1	1	3	8
	2%	-	-	2%	1%	3%	7%	7%	0	0	2%	1%
Winnipeg Jets	9	0	0	9	0	0	0	0	4	6	2	7
	1%	0	-	20%	-	-	-	-	2%	2%	1%	1%
Colorado Avalanche	6	0	0	0	4	2	0	5	0	1	0	6
	1%	-	-	-	1%	1%	-	4%	-	0	-	1%
New Jersey Devils	5	0	1	0	3	0	0	3	1	1	1	5
	1%	0	2%	-	1%	0	-	2%	1%	0	1%	1%
Philadelphia Flyers	3	0	0	0	1	2	0	0	0	3	0	3
	1%	-	-	-	0	1%	-	-	-	1%	-	1%

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
New York Islanders	3	0	0	0	3	1	0	1	1	1	1	2
	0	-	-	-	1%	0	-	1%	0	0	1%	0
New York Rangers	2	1	0	0	1	0	0	0	0	2	1	2
	0	1%	-	-	0	-	-	-	-	1%	1%	0
Tampa Bay Lightning	2	0	0	0	0	2	0	0	0	2	0	2
	0	-	-	-	-	1%	-	-	-	1%	-	0
Los Angeles Kings	1	0	0	0	0	0	1	0	1	0	0	1
	0	-	-	-	-	-	2%	-	1%	-	-	0
Dallas Stars	1	0	0	0	0	0	0	0	0	0	0	1
	0	0	-	-	-	0	-	0	0	-	-	0

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Single Moment	63	17	2	7	12	21	4	20	18	25	13	50
Weighted	58*	8**	2**	9**	12**	22**	5**	17**	18**	22**	16**	42*
Remember the riots/ not my favourite memory/ most memorable/ negative memory/ embarrassed	5	4	0	1	0	0	0	1	2	1	1	4
	9%	45%	-	15%	-	-	-	7%	13%	5%	3%	10%
Missed penalty call on Gretzky causing Maple Leaf's to lose the game	3	0	0	0	3	0	0	0	1	2	0	3
	6%	-	-	-	28%	-	-	-	8%	8%	-	8%
Other	17	2	0	3	2	7	2	6	3	8	6	10
	29%	22%	19%	34%	16%	32%	48%	37%	15%	34%	41%	24%
Nothing	1	0	0	0	1	0	0	0	0	1	0	1
	2%	-	-	-	12%	-	-	-	-	6%	-	3%
Don't know	32	3	2	4	5	15	2	10	12	11	9	23
	55%	33%	81%	50%	44%	68%	52%	56%	64%	47%	55%	55%

Proportions/Means: 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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Team based in my region	117	16	28	2	34	35	2	24	43	50	21	96
Weighted	119*	8**	31**	2**	36**	39**	2**	27**	40*	52*	27**	91*
Montreal Canadiens	42	0	2	1	1	37	1	7	15	20	12	30
	35%	5%	7%	43%	1%	95%	33%	27%	37%	38%	45%	32%
Toronto Maple Leafs	28	0	0	1	27	0	0	7	10	10	0	28
	24%	-	-	57%	73%	-	-	27%	26%	20%	-	31%
Edmonton oilers	17	2	15	0	0	0	0	2	7	8	4	13
	14%	21%	49%	-	-	-	-	8%	17%	15%	14%	14%
Calgary Flames	12	0	11	0	0	0	0	1	3	7	5	7
	10%	3%	37%	-	-	-	-	3%	8%	15%	17%	8%
Vancouver Canucks	8	5	0	0	4	0	0	2	1	5	3	5
	7%	59%	-	-	10%	-	-	7%	4%	10%	12%	6%
Detroit Red Wings	4	0	2	0	1	0	0	2	0	1	3	1
	3%	-	8%	-	4%	-	-	9%	-	3%	12%	1%
Chicago Blackhawks	2	0	0	0	2	0	0	2	0	0	0	2
	2%	-	-	-	6%	-	-	8%	-	-	-	2%
Ottawa Senators	2	1	0	0	1	0	0	0	2	0	0	2
	2%	11%	-	-	3%	-	-	-	5%	-	-	2%
Boston Bruins	2	0	0	0	0	1	1	2	0	0	0	2
	2%	-	-	-	-	2%	67%	7%	-	-	-	2%
Tampa Bay Lightning	1	0	0	0	0	1	0	0	1	0	0	1
	1%	-	-	-	-	3%	-	-	3%	-	-	1%
Buffalo Sabres	1	0	0	0	1	0	0	1	0	0	0	1
	1%	-	-	-	2%	-	-	3%	-	-	-	1%

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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: Who I was with	58	1	1	1	28	23	4	13	18	27	18	40
Weighted	68*	1**	1**	1**	36**	24**	7**	13**	21**	35**	21**	47*
Dad	20	0	1	0	14	5	0	2	10	8	6	15
	30%	-	100%	-	40%	22%	-	16%	47%	24%	27%	31%
Mom	5	0	1	0	3	1	0	1	1	3	1	4
	8%	-	100%	-	9%	5%	-	11%	6%	8%	6%	8%
Friends	33	1	0	0	15	17	0	6	11	16	8	25
	49%	100%	-	-	43%	72%	-	44%	53%	47%	39%	53%
Siblings	9	0	0	0	4	5	0	2	6	0	1	7
	13%	-	-	-	11%	19%	-	13%	31%	1%	5%	16%
Live crowd at a sports bar	0	0	0	0	0	0	0	0	0	0	0	0
	1%	-	-	-	-	2%	-	-	-	1%	-	1%
Other	18	0	0	1	10	1	7	4	3	11	8	10
	27%	-	-	100%	27%	5%	100%	30%	15%	32%	40%	21%

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

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

	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: Other	121	47	7	5	38	16	8	28	36	57	20	101
Weighted	117*	25*	7**	12**	47*	17**	8**	25**	36**	56*	22**	95*
Remember the riots/ not my favourite memory/ most memorable/ negative memory/ embarrassed	22 19%	11 45%	1 16%	6 48%	3 6%	0 -	1 12%	4 17%	10 28%	8 14%	1 5%	21 22%
It was the most recent/ only one I can think of	9 8%	0 -	0 -	4 30%	5 11%	0 -	0 -	2 8%	5 13%	2 4%	4 17%	5 6%
My (favourite) team/ player won the Stanley Cup	6 5%	0 -	0 -	0 -	5 10%	0 -	1 16%	1 5%	0 -	5 8%	1 5%	5 5%
It was the first year I've started watching hockey/ first game/ series I've watched (till the end)	6 5%	1 4%	0 -	0 -	2 4%	2 14%	0 -	1 6%	0 -	4 8%	1 3%	5 5%
I like the team (include. specific team mentions)	5 5%	1 2%	0 7%	0 -	3 7%	0 -	1 12%	2 8%	2 5%	1 3%	0 -	5 6%
I like the players (include. specific player mentions)	5 4%	0 -	0 -	0 -	2 5%	2 9%	1 12%	0 -	2 5%	3 6%	1 5%	4 4%
Good/ exciting game/ series	5 4%	1 2%	0 -	0 -	4 8%	0 -	1 8%	0 -	1 1%	4 8%	0 -	5 5%
Team made it to the finals	3 2%	1 2%	0 -	0 -	2 4%	0 -	0 -	0 -	1 2%	2 3%	1 3%	2 2%
(Vancouver) Canucks close to winning the cup	2 2%	0 -	0 -	0 -	2 4%	0 -	0 -	0 -	0 -	2 4%	0 -	2 2%
Spending time with family/ friends	1 1%	0 -	0 -	0 -	1 2%	0 -	0 -	0 -	1 2%	0 -	0 -	1 1%
Other	2 2%	0 2%	0 -	0 -	2 4%	0 -	0 -	1 3%	0 1%	1 2%	0 -	2 2%

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Nothing	1	0	0	0	1	0	0	0	1	0	0	1
	1%	-	-	-	2%	-	-	-	3%	-	-	1%
Don't know	59	11	5	3	22	13	4	13	15	30	14	44
	50%	45%	78%	22%	47%	76%	51%	53%	42%	55%	65%	47%

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

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

	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: Other	55	25	2	3	18	3	4	14	17	24	6	49
Weighted	57*	14**	2**	10**	24**	4**	4**	12**	20**	25**	8**	49*
Remember the riots/ not my favourite memory/ most memorable/ negative memory/ embarrassed	22	11	1	6	3	0	1	4	10	8	1	21
	39%	82%	70%	61%	11%	-	25%	36%	51%	30%	14%	42%
It was the most recent/ only one I can think of	9	0	0	4	5	0	0	2	5	2	4	5
	16%	-	-	39%	22%	-	-	18%	24%	9%	49%	11%
My (favourite) team/ player won the Stanley Cup	6	0	0	0	5	0	1	1	0	5	1	5
	10%	-	-	-	19%	-	34%	11%	-	18%	15%	10%
It was the first year I've started watching hockey/ first game/ series I've watched (till the end)	6	1	0	0	2	2	0	1	0	4	1	5
	10%	8%	-	-	9%	61%	-	12%	-	17%	7%	10%
I like the team (include. specific team mentions)	5	1	0	0	3	0	1	2	2	1	0	5
	9%	4%	30%	-	14%	-	25%	18%	9%	6%	-	11%
I like the players (include. specific player mentions)	5	0	0	0	2	2	1	0	2	3	1	4
	9%	-	-	-	10%	39%	25%	-	8%	13%	15%	8%
Good/ exciting game/ series	5	1	0	0	4	0	1	0	1	4	0	5
	8%	4%	-	-	15%	-	17%	-	3%	17%	-	10%
Team made it to the finals	3	1	0	0	2	0	0	0	1	2	1	2
	4%	4%	-	-	8%	-	-	-	4%	7%	7%	4%
(Vancouver) Canucks close to winning the cup	2	0	0	0	2	0	0	0	0	2	0	2
	3%	-	-	-	8%	-	-	-	-	8%	-	4%
Spending time with family/ friends	1	0	0	0	1	0	0	0	1	0	0	1
	1%	-	-	-	3%	-	-	-	4%	-	-	2%
Other	2	0	0	0	2	0	0	1	0	1	0	2
	4%	3%	-	-	8%	-	-	5%	2%	5%	-	4%

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids

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