



Canadian Online Omni March 5 - 12, 2012

Molson Stanley Cup Banner 3

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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.
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.
3	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.
4	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.
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?
7	2B. And what was the single moment? Please describe it.
8	2C. And which team are you specifically referring to?
9	2D. And who were you primarily watching the playoffs with?
10	2E. Please elaborate and tell us why you chose that year as your favourite.
11	2E. (Rebase) Please elaborate and tell us why you chose that year as your favourite.

3C. Please elaborate and tell us why you chose that year as your favorite.

	Total	Most Important Year										Second Most Important Year										Third Most Important Year										Top 3 Most Important Year																							
		1927	1972	1984	1984	1989	1993	1993	1994	2004	2010	2011	1927	1972	1984	1984	1989	1993	1993	1994	2004	2010	2011	1927	1972	1984	1984	1989	1993	1993	1994	2004	2010	2011	1927	1972	1984	1984	1989	1993	1993	1994	2004	2010	2011										
Rank Order	121	7	4	3	2	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Frequency	137	12	4	11	4	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11											
Remember the 60's not my favorite memory most memorable negative memory embarrassed	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
I was the most recent only one I can think of	9	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
My favourite team won the Stanley Cup	6	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
I was the first year I've started watching hockey the game hasn't let me down till the end	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
I like the team (include specific team mentions)	5	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
I like the players (include specific player mentions)	5	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
Good watching general hockey	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
Team made it to the finals	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
Eliminated Canucks close to winning the cup	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
Spending time with family/friends	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
Other	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
Nothing	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											
Don't know	38	8	3	1	0	0	1	1	0	0	0	0	0	0	1	3	2	1	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0											

Phonetic/Hex: Columns Titled (S% rel level): ABCDEFGHIJKL MNOPQRST UVWXYZab+ -cdefghijklmnopqrstuvwxy Design formulae used: * small base ** very small base (under 3%) height of sig testing

