

Canadian Hockey Fans Nostalgic about Last Victories in '67, '93 but also Rate 2011 as their Most Memorable NHL Stanley Cup Playoffs

Four in ten (37%) Choose Most Memorable Year Based on their Favourite Team Winning

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Toronto, ON - The most recent Stanley Cup Playoffs, which culminated in a dramatic series between the Boston Bruins and Vancouver Canucks has been chosen one of the most memorable Stanley Cup Finals by four in ten Canadian hockey fans (37% chose as top three), according to a new poll conducted by Ipsos Reid. Other memorable Stanley Cup finals include the 1967 series (17% chose as top three) which saw a triumphant Toronto Maple Leafs team win their most recent Stanley Cup, and the 1993 finals when the Montreal Canadiens last tasted Stanley Cup success (22% chose as top three), against the Los Angeles Kings.

In fact, four in ten (37%) say they chose their most memorable Stanley Cup Playoffs because their favourite team won, which for long-suffering fans of Canadian NHL teams means going back to the early 90s and beyond in search of their last cup victory. Three in ten (28%) say they chose their most memorable year because 'although my favourite team didn't win the Stanley Cup, they had a very exciting run during the playoffs', and a further 11% chose a year because 'the NHL team based in my city/region/province won the Stanley Cup and it was exciting to be part of the celebrations'.

Fans that chose a year based on their teams performance were most likely to be supporters of the Montreal Canadiens (30%), Toronto Maple Leafs (25%) or Vancouver Canucks (17%),

although fans of the Edmonton Oilers (6%), Boston Bruins (5%), Calgary Flames (4%) and the Ottawa Senators (3%) chose their most memorable year on this basis.

For a smaller proportion of hockey fans (7%), the most memorable Stanley Cup year was marked 'because of who I was with', which was most likely to be friends (49%), their dad (30%), or a sibling (13%). Finally, a smaller proportion (6%) selected a most memorable years on the basis of 'a single moment during those playoffs that I really remember'.

Hockey fans who selected 1967 as their most memorable playoff year were also likely to say:

- That they chose the year because their favourite team won (68%)
- That their favourite team is the Toronto Maple Leafs (92%)

Those who selected 1993 as their most memorable playoff year were also likely to say:

- That it was because their favourite team won (54%), that 'the NHL team based in my city/region/province won the Stanley Cup and it was exciting to be part of it' (18%), or that 'although my favourite team didn't win the Stanley Cup, they had a very exciting run during the playoffs (16%).
- Although three quarters of these fans support the winners, the Montreal Canadiens (76%), a quarter (22%) are Leafs fans.

Fans picking the 2011 Stanley Cup as their most memorable run were likely to say that:

- They chose the year because 'Although my favourite team didn't win the Stanley Cup, they had a very exciting run during the Playoffs' (52%), or because the Bruins, their favourite team (11%) won the Cup.
- Only six in ten who said the 2011 Stanley Cup was the most memorable, identify themselves as Canucks fans (58%)



These are some of the findings of an Ipsos Reid poll conducted between March 5 and 12, 2012, on behalf of Molson. For this survey, a sample of 1,046 adults from Ipsos' online panel was interviewed online, to be eligible for the survey – they had to have selected a memorable Stanley Cup Year. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-2.0 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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