

1. Will hockey still be a part of your life if professional players are locked out?

| | | 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: Total Answering | 566 | 316 | 250 | 147 | 232 | 187 | 49 | 137 | 252 | 128 |
| Weighted | 566 | 321 | 245 | 156 | 216 | 194 | 69* | 186 | 226 | 85 |
| Yes | 320 | 193 | 127 | 96 | 116 | 108 | 42 | 102 | 129 | 46 |
| | 56% | 60% | 52% | 61% | 54% | 56% | 61% | 55% | 57% | 54% |
| | | | | | | | | | | |
| No | 246 | 128 | 118 | 60 | 100 | 86 | 26 | 85 | 97 | 39 |
| | 44% | 40% | 48% | 39% | 46% | 44% | 39% | 45% | 43% | 46% |
| | | | | | | | | | | |

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

2. Do you believe grassroots hockey in your community will be negatively impacted by the NHL lockout?

| | | 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 | 1016 | 488 | 528 | 265 | 404 | 347 | 94 | 241 | 443 | 238 |
| Weighted | 1016 | 493 | 523 | 283 | 376 | 357 | 133* | 328 | 398 | 156 |
| Yes | 145 | 78 | 67 | 54 | 49 | 42 | 14 | 41 | 66 | 24 |
| | 14% | 16% | 13% | 19% | 13% | 12% | 11% | 13% | 17% | 15% |
| | | | | DE | | | | | | |
| No | 871 | 415 | 456 | 229 | 327 | 315 | 119 | 287 | 333 | 133 |
| | 86% | 84% | 87% | 81% | 87% | 88% | 89% | 87% | 83% | 85% |
| | | | | | C | C | | | | |

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

3. How would you get your hockey fix if the NHL isn't playing?

| | | 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: Total Answering | 342 | 211 | 131 | 106 | 131 | 105 | 35 | 81 | 140 | 86 |
| Weighted | 348 | 216 | 132 | 115* | 123 | 109* | 51* | 111* | 128 | 58* |
| Go to a Major Junior hockey game | 211 | 137 | 75 | 54 | 84 | 73 | 24 | 69 | 85 | 34 |
| | 61% | 63% | 57% | 47% | 68% | 67% | 46% | 62% | 66% | 59% |
| | | | | | C | C | | | F | |
| Watch competitive community teams at my local rink | 157 | 91 | 66 | 43 | 56 | 58 | 22 | 58 | 55 | 23 |
| | 45% | 42% | 50% | 37% | 45% | 54% | 44% | 52% | 43% | 39% |
| | | | | | | C | | | | |
| Play a hockey game on a videogame console | 60 | 47 | 13 | 46 | 13 | 1 | 12 | 21 | 16 | 10 |
| | 17% | 22% | 10% | 40% | 11% | 1% | 24% | 19% | 13% | 18% |
| | | B | | DE | E | | | | | |
| Play hockey myself | 58 | 47 | 12 | 31 | 22 | 5 | 4 | 18 | 23 | 13 |
| | 17% | 22% | 9% | 27% | 18% | 5% | 8% | 16% | 18% | 22% |
| | | B | | E | E | | | | | |
| Watch hockey movies or hockey highlights from previous years | 51 | 32 | 19 | 24 | 18 | 9 | 10 | 15 | 13 | 13 |
| | 15% | 15% | 14% | 20% | 14% | 9% | 19% | 13% | 10% | 22% |
| | | | | E | | | | | | H |
| Volunteer with local hockey in my community | 14 | 7 | 7 | 5 | 5 | 4 | 0 | 5 | 5 | 5 |
| | 4% | 3% | 5% | 4% | 4% | 4% | - | 5% | 4% | 8% |
| | | | | | | | | | | |

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

4. If NHL hockey isn't being played, how will you replace the time you spend watching 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: All Respondents | 1016 | 488 | 528 | 265 | 404 | 347 | 94 | 241 | 443 | 238 |
| Weighted | 1016 | 493 | 523 | 283 | 376 | 357 | 133* | 328 | 398 | 156 |
| Spend more time with friends and family | 351 | 169 | 182 | 122 | 134 | 95 | 42 | 115 | 136 | 58 |
| | 35% | 34% | 35% | 43% | 36% | 27% | 32% | 35% | 34% | 37% |
| | | | | E | E | | | | | |
| Watch other sports | 308 | 226 | 82 | 78 | 107 | 123 | 46 | 96 | 118 | 48 |
| | 30% | 46% | 16% | 28% | 28% | 35% | 35% | 29% | 30% | 31% |
| | | B | | | | | | | | |
| Exercise/Play other sports | 175 | 102 | 74 | 69 | 70 | 37 | 12 | 45 | 68 | 50 |
| | 17% | 21% | 14% | 24% | 19% | 10% | 9% | 14% | 17% | 32% |
| | | B | | E | E | | | | | FGH |
| Go to the movies | 146 | 85 | 61 | 70 | 50 | 26 | 12 | 45 | 53 | 36 |
| | 14% | 17% | 12% | 25% | 13% | 7% | 9% | 14% | 13% | 23% |
| | | B | | DE | E | | | | | FGH |
| Get more sleep | 133 | 73 | 60 | 65 | 44 | 25 | 9 | 50 | 50 | 24 |
| | 13% | 15% | 11% | 23% | 12% | 7% | 7% | 15% | 12% | 15% |
| | | | | DE | E | | | F | | F |
| Cry (because there is no hockey) | 31 | 25 | 6 | 18 | 10 | 3 | 1 | 10 | 14 | 6 |
| | 3% | 5% | 1% | 7% | 3% | 1% | 1% | 3% | 3% | 4% |
| | | B | | DE | | | | | | |
| None of the above | 387 | 142 | 245 | 84 | 147 | 157 | 50 | 132 | 154 | 51 |
| | 38% | 29% | 47% | 30% | 39% | 44% | 38% | 40% | 39% | 33% |
| | | | A | | C | C | | | | |

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

5. Which of the following best describes your hockey personality?

| | | 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 | 1016 | 488 | 528 | 265 | 404 | 347 | 94 | 241 | 443 | 238 |
| Weighted | 1016 | 493 | 523 | 283 | 376 | 357 | 133* | 328 | 398 | 156 |
| Hockey-obsessed / die-hard hockey fan (I eat, sleep, dream and breathe hockey) | 27 | 22 | 6 | 13 | 8 | 6 | 0 | 12 | 12 | 3 |
| | 3% | 4% | 1% | 5% | 2% | 2% | - | 4% | 3% | 2% |
| | | B | | E | | | | | | |
| Hockey-enthusiast (I watch most of the games) | 241 | 168 | 73 | 57 | 96 | 87 | 34 | 87 | 85 | 35 |
| | 24% | 34% | 14% | 20% | 26% | 25% | 26% | 27% | 21% | 22% |
| | | B | | | | | | | | |
| Bandwagon fan (I watch when my team is in the playoffs) | 229 | 105 | 124 | 56 | 73 | 100 | 35 | 67 | 89 | 38 |
| | 23% | 21% | 24% | 20% | 19% | 28% | 26% | 20% | 22% | 24% |
| | | | | | | CD | | | | |
| Social watcher (I watch at the bar or when my friends insist) | 297 | 111 | 186 | 104 | 110 | 83 | 26 | 82 | 133 | 55 |
| | 29% | 23% | 35% | 37% | 29% | 23% | 20% | 25% | 33% | 35% |
| | | | A | E | | | | | FG | FG |
| Hockey hater (I don't like hockey) | 222 | 87 | 134 | 53 | 89 | 80 | 38 | 79 | 79 | 26 |
| | 22% | 18% | 26% | 19% | 24% | 22% | 28% | 24% | 20% | 16% |
| | | | A | | | | I | I | | |

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