

1_2. Will hockey still be a part of your life if professional players are locked out?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Total Answering	566	76	38	40	222	148	42	158	99	158	68	118	395
Weighted	566	77*	55*	40*	218	139	38*	169	96*	155	62*	116	399
Yes	320	39	24	21	123	85	26	104	60	84	32	64	221
	56%	51%	45%	53%	57%	61%	70%	62%	62%	54%	52%	55%	55%
							B						
No	246	38	30	19	95	53	11	65	36	71	30	52	178
	44%	49%	55%	47%	43%	39%	30%	38%	38%	46%	48%	45%	45%
			F										

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1016	132	75	64	396	268	81	309	164	250	112	203	716
Weighted	1016	136	108*	66*	390	244	72*	329	160	237	100*	198	721
Yes	145	15	15	8	57	42	8	47	22	40	11	35	87
	14%	11%	14%	12%	15%	17%	11%	14%	14%	17%	11%	18%	12%
No	871	121	93	58	333	202	64	282	138	198	90	163	633
	86%	89%	86%	88%	85%	83%	89%	86%	86%	83%	89%	82%	88%

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

3_2. How would you get your hockey fix if the NHL isn't playing?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Total Answering	342	44	29	22	129	90	28	100	51	100	45	78	228
Weighted	348	44*	42**	20**	129	86*	26**	113*	50*	97*	40*	77*	235
Go to a Major Junior hockey game	211	32	32	9	76	47	16	62	34	64	27	38	156
	61%	72%	75%	46%	59%	54%	62%	55%	68%	65%	67%	49%	66%
													K
Watch competitive community teams at my local rink	157	25	17	7	60	34	14	64	20	37	15	45	101
	45%	57%	40%	36%	46%	40%	55%	57%	40%	38%	38%	58%	43%
								IJ				L	
Play a hockey game on a videogame console	60	7	10	3	20	18	3	19	9	19	4	18	33
	17%	16%	23%	13%	16%	21%	11%	17%	19%	20%	9%	23%	14%
Play hockey myself	58	7	0	4	20	23	4	15	12	13	10	18	33
	17%	17%	-	18%	16%	27%	16%	13%	24%	13%	26%	23%	14%
Watch hockey movies or hockey highlights from previous years	51	5	5	2	21	13	5	17	8	13	7	12	30
	15%	12%	12%	12%	16%	15%	19%	15%	16%	14%	17%	15%	13%
Volunteer with local hockey in my community	14	2	0	0	8	1	3	7	3	2	0	3	9
	4%	4%	-	-	6%	1%	12%	6%	7%	2%	-	4%	4%

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

4. If NHL hockey isn't being played, how will you replace the time you spend watching it?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1016	132	75	64	396	268	81	309	164	250	112	203	716
Weighted	1016	136	108*	66*	390	244	72*	329	160	237	100*	198	721
Spend more time with friends and family	351	43	42	23	114	108	21	114	62	76	44	88	227
	35%	32%	39%	35%	29%	44%	29%	35%	38%	32%	44%	44%	32%
						ADF					I	L	
Watch other sports	308	44	33	26	121	69	15	89	45	103	29	63	221
	30%	32%	30%	40%	31%	28%	21%	27%	28%	43%	29%	32%	31%
				F						GHJ			
Exercise/Play other sports	175	26	10	13	64	53	9	49	25	48	24	39	118
	17%	19%	10%	20%	16%	22%	12%	15%	16%	20%	24%	20%	16%
						B					G		
Go to the movies	146	16	15	6	56	45	7	48	23	41	15	33	98
	14%	12%	14%	9%	14%	19%	10%	14%	15%	17%	15%	17%	14%
Get more sleep	133	18	12	9	56	29	9	53	18	29	16	34	87
	13%	13%	11%	14%	14%	12%	13%	16%	11%	12%	16%	17%	12%
Cry (because there is no hockey)	31	3	2	0	18	4	3	10	4	7	5	11	16
	3%	2%	2%	-	5%	2%	4%	3%	3%	3%	5%	6%	2%
												L	
None of the above	387	53	35	25	161	79	36	126	54	80	32	62	294
	38%	39%	32%	37%	41%	32%	49%	38%	34%	34%	32%	31%	41%
					E		BE						K

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1016	132	75	64	396	268	81	309	164	250	112	203	716
Weighted	1016	136	108*	66*	390	244	72*	329	160	237	100*	198	721
Hockey-obsessed / die-hard hockey fan (I eat, sleep, dream and breathe hockey)	27	5	4	1	7	8	3	6	8	6	3	7	20
	3%	3%	4%	1%	2%	3%	4%	2%	5%	2%	3%	4%	3%
Hockey-enthusiast (I watch most of the games)	241	33	32	14	99	47	16	78	34	71	28	44	181
	24%	24%	30%	22%	25%	19%	22%	24%	21%	30%	28%	22%	25%
Bandwagon fan (I watch when my team is in the playoffs)	229	36	20	11	81	68	14	74	41	50	25	50	161
	23%	26%	18%	17%	21%	28%	20%	22%	26%	21%	25%	25%	22%
						D							
Social watcher (I watch at the bar or when my friends insist)	297	40	30	26	121	60	20	84	45	70	31	57	194
	29%	29%	28%	40%	31%	24%	28%	25%	28%	29%	31%	29%	27%
				E									
Hockey hater (I don't like hockey)	222	23	21	14	82	62	19	87	32	41	13	39	163
	22%	17%	20%	21%	21%	26%	27%	26%	20%	17%	13%	20%	23%
								IJ					

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