



Hockey in Canada – 2012 Public Opinion Survey

Detailed Data Tables

Field dates: May 2 – 7 2012

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Banner-Question Key

This detailed set of statistical tables shows survey results for the total general population and also by various subgroups of interest. For this table set there are three “banners” of subgroups, drawn from questions in the survey. The results have also been tested for significant differences within these subgroups. The statistical tests undertaken are an independent T-Test for means and independent Z-Test for percentages. The following key shows the questions used to create the banner subgroups and also what groups have been tested for significant differences in each of the banners.

In the tables that follow, **upper case letters** under the percentages indicate subgroup differences that are significant at the **95% level**.

BANNER 1

TOTAL	GENDER		AGE			REGION										LANGUAGE			EDUCATION						
	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	CMA	CMA	CMA	TOR	MTL	VAN	Eng.	Fre.	Other	Schl	Schl	Publ. High	CEGEP
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			

Subgroups tested for significant differences: BC/DEF/GHIJKLMNOPQRS/TUVW

BANNER 2

TOTAL	JOB DESCRIPTION					EMPLOYMENT STATUS								FAMILY INCOME							
	Exec. Mgr	Prof/Sup/Clrc	Tech/Serv/Labor	Sales	Skill Labor	Man. maker	Home- dent	Stu- tired	Re- loyed	TOTAL Unemp loyed	Emp- time	Emp. Full- time	Self Part- loyed	Emp- \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET \$60k	\$60k Over \$80k	\$80k Under \$100k	NET \$100k
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)

Subgroups tested for significant differences: BCDEF/G/HIJKLMN/OPQRSTUV

BANNER 3

TOTAL	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	Enthu siast	Casual	Not	Love Hockey	watch Occasio nally	Not That Intere.	Dislike Hockey	NHL Play offs	olymp pics	Neith er	Fight/ Injur.	Compe/ Excit.	Stron. Agree	Dis agree	Stron. Agree	Dis agree
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)

Subgroups tested for significant differences: BCD/EFGH/IJK/LM/NO/PQ

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Q1. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR INTEREST IN HOCKEY?

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	663 66%	358 74% C	305 59%	119 62%	250 68%	294 66%	54 74% HO	145 59%	255 66%	45 70%	69 68%	95 71% HO	209 70% HO	65 63%	73 58%	45 71%	491 71% RS	162 60%	61 53%	61 69%	108 67%	248 70% W	235 62%
I love hockey, I am a huge fan	242 24%	161 33% C	81 16%	28 15%	112 31% DF	102 23% D	20 27% O	45 18%	93 24% O	15 23%	25 25%	44 33% HO	84 28% HO	25 24%	19 15%	19 30% O	188 27% RS	57 21%	18 16%	25 28%	30 19%	106 30% UW	77 20%
I watch occasionally	421 42%	197 41%	224 43%	91 47% E	138 38%	192 43%	34 47%	100 41%	162 42%	30 47%	44 43%	51 38%	125 42%	40 39%	54 43%	26 41%	303 44%	105 39%	43 37%	36 40%	78 48%	142 40%	158 42%
I am not really interested	235 23%	92 19%	143 28% B	50 26%	79 22%	106 24%	11 15%	64 26% G	97 25% G	13 20%	22 22%	28 21%	63 21%	32 31% GP	35 28% G	11 17%	144 21%	70 26%	40 34% Q	14 16%	34 21%	86 24%	98 26% T
I dislike hockey, I am not a fan at all	103 10%	32 7%	71 14% B	23 12%	37 10%	43 10%	8 11%	35 14% ILN	33 9%	6 9%	11 11%	10 8%	27 9%	6 6%	17 14% N	7 11%	55 8%	40 15% Q	15 13%	14 16% V	19 12% V	22 6%	45 12% V
BOTTOM 2 BOX	338 34%	124 26%	214 41% B	73 38%	116 32%	149 34%	19 26%	99 41% GLM	130 34%	19 30%	33 32%	38 29%	90 30%	38 37%	52 42% GLM	18 29%	199 29%	110 40% Q	55 47% Q	28 31%	53 33%	108 30%	143 38% V

Comparison Groups: BC/DEF/GHIJKLMNQP/RS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

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Q1. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR INTEREST IN HOCKEY?

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	663 66%	118 72% D	37 80% D	107 61%	102 78% D	31 78% D	32 59%	35 57%	139 62%	25 51%	406 71% HIJ	298 73% GHIJM	59 62%	49 69% J	30 54%	44 61%	95 65%	112 71% O	272 72% O	88 68%	73 70% O	111 76% OPQ
I love hockey, I am a huge fan	242 24%	40 25%	19 41% BD	31 18%	40 31% D	10 25%	13 24%	15 25%	52 23%	11 22%	145 25% M	115 28% M	16 17%	14 20%	9 16%	14 19%	39 27%	47 30% O	110 29% O	41 32% OP	27 26%	42 29% O
I watch occasionally	421 42%	78 48%	18 39%	76 43%	62 48%	21 52%	19 35%	20 33%	87 39%	14 29%	261 46% HJ	183 45% J	43 45% J	35 49% J	21 38%	30 42%	56 38%	65 41%	162 43%	47 36%	46 44%	69 47%
I am not really interested	235 23%	35 21%	7 15%	47 27% E	18 14%	6 15%	16 30%	19 31% L	58 26% L	14 29%	118 21%	75 18%	27 28% L	16 23%	15 27%	19 26%	31 21%	36 23%	73 19%	30 23%	19 18%	24 16%
I dislike hockey, I am not a fan at all	103 10%	10 6%	2 4%	21 12% C	10 8%	3 8%	6 11%	7 11%	26 12%	10 20% KL	48 8%	33 8%	9 9%	6 8%	11 20% RV	9 12%	20 14% R	9 6%	35 9%	11 9%	12 12%	12 8%
BOTTOM 2 BOX	338 34%	45 28%	9 20%	68 39% BCEF	28 22%	9 22%	22 41% L	26 43% KL	84 38% KL	24 49% KLN	166 29%	108 27%	36 38% L	22 31%	26 46% RSUV	28 39% V	51 35% V	45 29%	108 28%	41 32%	31 30%	36 24%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

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Q1. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR INTEREST IN HOCKEY?

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Interested	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	663 66%	212 100%	415 100%	-	242 100%	421 100%	-	-	470 93% JK	187 69% K	6 3%	228 75%	285 95% L	176 55%	268 71% N	120 90%	320 54% Q
I love hockey, I am a huge fan	242 24%	212 100%	-	-	242 100%	-	-	-	212 42% J	30 11%	-	74 24%	130 43% L	43 13%	114 30% N	80 60% Q	63 11%
I watch occasionally	421 42%	-	415 100%	-	-	421 100%	-	-	258 51% K	157 58% K	6 3%	154 50%	155 52%	133 41%	154 41%	40 30%	257 43% P
I am not really interested	235 23%	-	-	126 57%	-	-	235 100%	-	32 6%	77 28% I	126 56% IJ	60 20% M	11 4%	95 30% O	71 19%	9 7%	180 30% P
I dislike hockey, I am not a fan at all	103 10%	-	-	95 43%	-	-	-	103 100%	1 *% I	7 3% I	95 42% IJ	18 6% M	3 1%	50 16% O	36 10%	5 4%	91 15% P
BOTTOM 2 BOX	338 34%	-	-	221 100%	-	-	235 100%	103 100%	33 7%	84 31% I	221 97% IJ	78 25% M	14 5%	145 45% O	107 29%	14 10%	271 46% P

Comparison Groups: BCD/EFHG/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

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Q2. WHICH DO YOU GENERALLY ENJOY WATCHING MORE – NHL PLAYOFF HOCKEY OR OLYMPIC HOCKEY?

	GENDER		AGE			REGION											LANGUAGE			EDUCATION			
	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Schl	High Schl	Coll/CEGEP	Univ.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
NHL playoff hockey	503 50%	276 57% C	227 44%	88 46%	196 54%	219 49%	34 47%	144 59% IN	168 44%	33 52%	50 49%	74 56% I	157 53% I	46 45%	72 58% IN	34 54%	343 50% S	156 57% QS	43 37%	52 58% W	89 55% W	193 54% W	160 42%
Olympic hockey	271 27%	121 25%	150 29%	54 28%	98 27%	119 27%	25 34% HO	29 12% HLMOP	138 36% HO	19 30% HO	28 27% HO	32 24% HO	79 26% HO	37 36% HLO	16 13% H	15 24% H	221 32% R	41 15% R	36 31% R	15 17% R	33 20% R	92 26% R	128 34% TUV
Don't follow or watch hockey	227 23%	85 18%	142 27% B	50 26%	72 20%	105 24%	14 19%	71 29% IMN	79 21%	12 19%	24 24%	27 20%	63 21%	20 19%	37 30% I	14 22%	126 18%	75 28% Q	37 32% Q	22 25%	39 24%	71 20%	90 24%

	JOB DESCRIPTION					EMPLOYMENT STATUS								FAMILY INCOME								
	Prof/Exec.	Sup/Mgr	Sales Serv/Clrc	Tech/Skill Labor	Man. Labor	Home-maker	Stu-ent	Re-tired	Unemp-loyed	TOTAL Emp-loyed	Emp. Full-time	Emp. Part-time	Self Emp-loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
NHL playoff hockey	503 50%	78 48%	29 63% D	82 47%	90 69% BD	25 62%	27 50%	25 41%	104 47%	19 39%	312 55% HIJ	230 57% HIJ	47 49%	35 49%	21 38%	32 44%	71 49%	84 54% O	208 55% O	69 53% O	56 54% O	83 56% O
Olympic hockey	271 27%	58 36% E	11 24% E	48 27% E	21 16% E	9 22%	13 24%	20 33%	62 28%	9 18%	152 27%	109 27%	23 24%	20 28%	12 21%	21 29%	36 25%	48 31%	99 26%	32 25%	26 25%	41 28%
Don't follow or watch hockey	227 23%	27 17%	6 13%	45 26% BCE	19 15%	6 15%	14 26%	16 26%	57 26% KL	21 43% IKLMN	108 19%	67 17%	25 26% L	16 23%	23 41% RSTUV	19 26%	39 27% RV	25 16%	73 19%	28 22%	22 21%	23 16%

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	Enthu-siast	Casual	Not	Love Hockey	watch occasio-nally	Not That Intere.	Dislike Hockey	NHL Play-offs	Olym-pics	Neith-er	Fight/Injur.	Compe/Excit.	Stron. Agree	Dis-agree	Stron. Agree	Dis-agree	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
NHL playoff hockey	503 50%	212 100% C	258 62%	-	212 88% FGH	258 61% GH	32 14% H	1 1%	503 100%	-	-	159 52%	242 81% L	125 39%	207 55% N	104 78% Q	224 38%
Olympic hockey	271 27%	-	157 38%	-	30 12%	157 37% EH	77 33% EH	7 7%	-	271 100%	-	101 33% M	51 17%	95 30%	94 25%	21 16%	188 32% P
Don't follow or watch hockey	227 23%	-	-	221 100%	-	6 1%	126 54% F	95 92% FG	-	-	227 100%	46 15% M	6 2%	101 31% O	74 20%	9 7%	179 30% P

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NHL FAN (NEW VARIABLE BASED ON INTEREST IN HOCKEY AND PREFERENCE FOR NHL VS OLYMPIC HOCKEY)

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Schl	High Schl	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
Enthusiast	212 21%	144 30%	68 13%	25 13%	100 27%	87 20%	14 19%	43 18%	78 20%	12 19%	24 24%	41 31%	77 26%	25 24%	18 14%	18 29%	162 23%	54 20%	16 14%	25 28%	24 15%	95 27%	64 17%
Casual	415 41%	196 41%	219 42%	86 45%	138 38%	191 43%	34 47%	96 39%	161 42%	30 47%	43 42%	51 38%	124 41%	40 39%	52 42%	26 41%	301 44%	101 37%	43 37%	35 39%	77 48%	141 40%	155 41%
Not	221 22%	84 17%	137 26%	45 23%	72 20%	104 23%	14 19%	67 27%	78 20%	12 19%	23 23%	27 20%	62 21%	20 19%	35 28%	14 22%	124 18%	71 26%	37 32%	21 24%	38 24%	70 20%	87 23%

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/Exec.	Sup/Mgr	Sales Serv/Clrcl	Tech/Skill Labor	Man. Labor	Home-maker	Student	Retired	Unemployed	TOTAL Employed	Emp. Full-time	Emp. Part-time	Self Employed	Under \$15k	\$15k-\$25k	\$25k-\$40k	\$40k-\$60k	NET Over \$60k	\$60k-\$80k	\$80k-\$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
Enthusiast	212 21%	32 20%	16 35%	28 16%	39 30%	7 18%	13 24%	12 20%	44 20%	11 22%	127 22%	101 25%	13 14%	13 18%	8 14%	12 17%	36 25%	39 25%	95 25%	38 29%	22 21%	35 24%
Casual	415 41%	77 47%	18 39%	76 43%	61 47%	20 50%	19 35%	17 28%	87 39%	14 29%	258 45%	181 45%	43 45%	34 48%	19 34%	30 42%	55 38%	65 41%	160 42%	47 36%	44 42%	69 47%
Not	221 22%	26 16%	6 13%	45 26%	18 14%	5 12%	14 26%	13 21%	57 26%	21 43%	105 18%	65 16%	25 26%	15 21%	21 38%	19 26%	38 26%	25 16%	71 19%	28 22%	20 19%	23 16%

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	watch occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olym pics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Dis agree	Stron. Agree	Dis agree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
Enthusiast	212 21%	212 100%	-	-	212 88%	-	-	-	212 42%	-	-	63 21%	118 39%	37 12%	101 27%	73 54%	53 9%
Casual	415 41%	-	415 100%	-	-	415 99%	-	-	258 51%	157 58%	-	152 50%	155 52%	131 41%	152 41%	40 30%	254 43%
Not	221 22%	-	-	221 100%	-	-	126 54%	95 92%	-	-	221 97%	44 14%	6 2%	99 31%	72 19%	9 7%	176 30%

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Q3. WHAT ONE THING STANDS OUT MOST FOR YOU IN THIS YEAR'S NHL PLAYOFFS TO DATE?

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Schl	High Schl	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
NET: Fight/injury -----	306 31%	147 30%	159 31%	53 28%	96 26%	157 35% DE	15 21%	80 33% G	123 32% G	18 28%	30 29%	40 30%	88 29%	35 34% G	45 36% G	16 25%	208 30%	92 34%	34 29%	28 31%	52 32%	103 29%	118 31%
Aggressive play/Fighting	225 22%	106 22%	119 23%	44 23%	70 19%	111 25% E	9 12%	58 24% G	94 24% G	13 20%	19 19%	32 24% G	64 21% G	26 25% G	30 24% G	12 19%	154 22%	65 24%	24 21%	17 19%	39 24%	71 20%	93 25%
Injuries	57 6%	22 5%	35 7%	8 4%	16 4%	33 7%	5 7%	21 9% M	19 5%	-	5 5%	7 5%	12 4%	8 8%	14 11% IM	4 6%	33 5%	24 9% Q	5 4%	10 11% W	11 7%	20 6%	16 4%
Suspensions	24 2%	19 4% C	5 1%	1 1%	10 3% D	13 3% D	1 1%	1 *% H	10 3% H	5 8% HLO	6 6% HLO	1 1%	12 4% HLNO	1 1%	1 1%	-	21 3% R	3 1%	5 4%	1 1%	2 1%	12 3%	9 2%
NET: Competitive/exciting -----	299 30%	185 38% C	114 22%	49 26%	110 30%	140 32%	28 38% LO	76 31%	109 28%	22 34%	31 30%	33 25%	86 29%	32 31%	28 22%	17 27%	213 31%	80 29%	30 26%	25 28%	52 32% W	129 36% W	87 23%
Exciting games	130 13%	77 16% C	53 10%	26 14%	50 14%	54 12%	9 12%	38 16%	51 13%	7 11%	12 12%	13 10%	32 11%	11 11%	17 14%	7 11%	91 13%	40 15%	13 11%	13 15%	20 12%	59 17% W	37 10%
Competitive series	117 12%	72 15% C	45 9%	19 10%	42 11%	56 13%	17 23% ILMOP H	30 12% LP	38 10%	13 20% ILOP	12 12%	7 5%	32 11% L	15 15% LOP	8 6%	3 5%	82 12%	31 11%	11 9%	10 11%	21 13%	45 13%	36 10%
Upsets	52 5%	36 7% C	16 3%	4 2%	18 5%	30 7% D	2 3%	8 3%	20 5%	2 3%	7 7%	13 10% GHJO	22 7% HO	6 6%	3 2%	7 11% O	40 6%	9 3%	6 5%	2 2%	11 7%	25 7% TW	14 4%
Play of the Canadian teams (Canucks, Senators)	93 9%	33 7%	60 12% B	20 10%	45 12% F	28 6%	10 14% HO	6 2%	34 9% HO	7 11% H	10 10% H	26 20% HIKNO	43 14% HINO	5 5%	5 4%	11 17% HNO	83 12% R	12 4%	9 8%	5 6%	14 9%	29 8%	45 12% T
Poor refereeing	5 *% H	3 1%	2 *% H	-	3 1%	2 *% H	-	-	2 1%	-	-	3 2%	3 1%	-	-	1 2%	5 1%	-	-	1 1%	-	3 1%	1 *% H
Number of overtime games	4 *% H	1 *% H	3 1% H	-	2 1% H	2 *% H	1 1% H	-	2 1% H	1 2% H	-	-	1 *% H	1 1% H	-	-	4 1% H	-	1 1% H	1 1% H	1 1% H	1 *% H	1 1% H
Other	6 1% H	4 1% H	2 *% H	1 1% H	2 1% H	3 1% H	1 1% H	1 *% H	3 1% H	-	-	1 1% H	1 *% H	1 1% H	1 1% H	-	5 1% H	1 *% H	-	-	1 1% H	2 1% H	3 1% H
Nothing/Not following	288 29%	109 23%	179 34%	69 36%	108 30%	111 25%	18 25%	81 33%	112 29%	16 25%	31 30%	30 23%	77 26%	29 28%	46 37%	18 29%	172 25%	87 32%	42 36%	29 33%	41 25%	89 25%	123

Comparison Groups: BC/DEF/GHIJKLMNOP/QRS/TUVW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q3. WHAT ONE THING STANDS OUT MOST FOR YOU IN THIS YEAR'S NHL PLAYOFFS TO DATE?

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/Exec.	Sup/Mgr	Sales Serv/Clerk	Tech/Skill Labor	Man. Labor	Home-maker	Student	Retired	Unemployed	TOTAL Employed	Emp. Full-time	Emp. Part-time	Self-Employed	Under \$15K	\$15K Under \$25K	\$25K Under \$40K	\$40K Under \$60K	NET Over \$60K	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100K
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
NET: Fight/injury -----	306 31%	41 25%	17 37%	49 28%	35 27%	14 35%	17 31%	19 31%	87 39% KL	16 33%	159 28%	108 27%	30 32%	21 30%	16 29%	26 36%	51 35% R	37 24%	112 29%	41 32%	27 26%	44 30%
Aggressive play/Fighting	225 22%	33 20%	11 24%	38 22%	25 19%	10 25%	15 28%	15 25%	61 27% L	10 20%	118 21%	78 19%	24 25%	16 23%	11 20%	21 29% R	35 24%	25 16%	85 22%	29 22%	21 20%	35 24%
Injuries	57 6%	4 2%	4 9%	10 6%	6 5%	3 8%	2 4%	2 3%	18 8%	4 8%	29 5%	19 5%	6 6%	4 6%	5 9%	4 6%	12 8%	9 6%	14 4%	5 4%	4 4%	5 3%
Suspensions	24 2%	4 2%	2 4%	1 1%	4 3%	1 2%	-	2 3%	8 4%	2 4%	12 2%	11 3%	-	1 1%	-	1 1%	4 3%	3 2%	13 3%	7 5%	2 2%	4 3%
NET: Competitive/exciting -----	299 30%	53 33%	17 37%	49 28%	57 44% BDF	11 28%	15 28%	16 26%	62 28%	10 20%	190 33% JM	151 37% IJMN	21 22%	18 25%	14 25%	16 22%	33 23%	57 36% PQ	138 36% PQ	44 34% Q	36 35% Q	58 39% OPQ
Exciting games	130 13%	25 15%	5 11%	18 10%	26 20% D	6 15%	5 9%	9 15%	25 11%	7 14%	82 14% M	67 17% M	7 7%	8 11%	8 14%	9 12%	17 12%	23 15%	56 15%	19 15%	15 14%	22 15%
Competitive series	117 12%	21 13%	7 15%	23 13%	23 18%	3 8%	6 11%	7 11% J	22 10% J	1 2%	78 14% J	60 15% J	10 11% J	8 11% J	4 7%	5 7%	10 7%	25 16% PQ	56 15% PQ	16 12%	15 14%	25 17% OPQ
Upsets	52 5%	7 4%	5 11%	8 5%	8 6%	2 5%	4 7%	-	15 7%	2 4%	30 5%	24 6%	4 4%	2 3%	2 4%	2 3%	6 4%	9 6%	26 7%	9 7%	6 6%	11 7%
Play of the Canadian teams (Canucks, Senators)	93 9%	24 15%	6 13%	17 10%	11 8%	3 8%	3 6%	5 8%	11 5%	6 12%	62 11% I	38 9% I	17 18% GIL	7 10%	3 5%	6 8%	20 14% O	14 9%	36 9%	10 8%	12 12%	14 10%
Poor refereeing	5 *% %	1 1% %	-	-	-	-	2 4% %	-	1 *% %	-	2 *% %	2 *% %	-	-	-	-	1 1% %	1 1% %	1 *% %	-	-	1 1% %
Number of overtime games	4 *% %	-	-	2 1% %	1 1% %	-	-	-	-	-	3 1% %	3 1% %	-	-	-	-	-	1 1% %	2 1% %	1 1% %	1 1% %	-
Other	6 1% %	1 1% %	1 2% %	-	-	1 2% %	-	1 2% %	-	-	4 1% %	3 1% %	-	1 1% %	-	-	-	1 1% %	4 1% %	3 2% %	-	1 1% %
Nothing/Not following	288 29%	43 26% C	5 11% %	58 33% CE	26 20% %	11 28% C	17 31% %	20 33% %	62 28% %	17 35% %	152 27% %	101 25% %	27 28% %	24 34% %	23 41% STV	24 33% V	41 28% %	46 29% %	87 23% %	30 23% %	28 27% %	29 20% %

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q3. WHAT ONE THING STANDS OUT MOST FOR YOU IN THIS YEAR'S NHL PLAYOFFS TO DATE?

	NHL FAN				HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olym pics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Dis agree	Stron. Agree	Dis agree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
NET: Fight/injury	306 31%	63 30% D	152 37% D	44 20%	74 31% H	154 37% GH	60 26%	18 17%	159 32% K	101 37% K	46 20%	306 100%	-	127 40% O	96 26%	44 33%	201 34%
Aggressive play/Fighting	225 22%	48 23%	104 25% D	37 17%	57 24% H	105 25% H	48 20%	15 15%	115 23% K	72 27% K	38 17%	225 74%	-	99 31% O	70 19%	33 25%	144 24%
Injuries	57 6%	6 3%	40 10% BD	6 3%	7 3%	41 10% EGH	6 3%	3 3%	31 6% K	19 7% K	7 3%	57 19%	-	22 7%	19 5%	3 2%	44 7% P
Suspensions	24 2%	9 4% D	8 2%	1 *%	10 4%	8 2%	6 3%	-	13 3% K	10 4% K	1 *%	24 8%	-	6 2%	7 2%	8 6%	13 2%
NET: Competitive/exciting	299 30%	118 56% CD	155 37% D	6 3%	130 54% FGH	155 37% GH	11 5%	3 3%	242 48% JK	51 19% K	6 3%	-	299 100%	56 17%	127 34% N	62 46% Q	110 19%
Exciting games	130 13%	58 27% CD	64 15% D	2 1%	61 25% FGH	64 15% GH	4 2%	1 1%	110 22% JK	18 7% K	2 1%	-	130 43%	25 8%	55 15% N	28 21% Q	45 8%
Competitive series	117 12%	35 17% D	71 17% D	4 2%	39 16% GH	71 17% GH	5 2%	2 2%	91 18% JK	22 8% K	4 2%	-	117 39%	22 7%	46 12% N	18 13%	51 9%
Upsets	52 5%	25 12% C	20 5%	-	30 12% FG	20 5% G	2 1%	-	41 8% J	11 4%	-	-	52 17%	9 3%	26 7% N	16 12% Q	14 2%
Play of the Canadian teams (Canucks, Senators)	93 9%	16 8% D	52 13% BD	7 3%	23 10% H	53 13% GH	15 6% H	2 2%	50 10% K	35 13% K	8 4%	-	-	27 8%	36 10%	8 6%	53 9%
Poor refereeing	5 *%	4 2%	1 *%	-	4 2%	1 *%	-	-	5 1%	-	-	-	-	-	4 1%	2 1%	1 *%
Number of overtime games	4 *%	2 1%	2 *%	-	2 1%	2 *%	-	-	2 *%	2 1%	-	-	-	-	3 1%	2 1%	1 *%
Other	6 1%	2 1%	1 *%	2 1%	2 1%	1 *%	3 1%	-	3 1%	1 *%	2 1%	-	-	2 1%	3 1%	-	5 1%
Nothing/Not following	288 29%	7 3%	52 13% B	162 73% BC	7 3%	55 13% E	146 62% EF	80 78% EFG	42 8%	81 30% I	165 73% IJ	-	-	109 34%	106 28%	16 12%	220 37% P

Comparison Groups: BCD/EFGH/IJK/LM/NO/PQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4A. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

I AM UNCOMFORTABLE WITH THE VIOLENCE IN HOCKEY

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	626 63%	287 60%	339 65%	95 49%	216 59%	315 71%	46 63%	169 69%	244 63%	41 64%	56 55%	70 53%	167 56%	71 69%	85 68%	33 52%	411 60%	183 67%	80 69%	46 52%	97 60%	210 59%	261 69%
				D	DE		KLMP	LM					KLMP	KLMP			Q	Q					TV
Totally Agree	321 32%	136 28%	185 36%	38 20%	100 27%	183 41%	20 27%	93 38%	113 29%	22 34%	39 38%	34 26%	95 32%	28 27%	49 39%	13 21%	208 30%	99 36%	38 33%	24 27%	53 33%	97 27%	141 37%
Agree Somewhat	305 30%	151 31%	154 30%	57 30%	116 32%	132 30%	26 36%	76 31%	131 34%	19 30%	17 17%	36 27%	72 24%	43 42%	36 29%	20 32%	203 29%	84 31%	42 36%	22 25%	44 27%	113 32%	120 32%
Disagree Somewhat	219 22%	115 24%	104 20%	57 30%	94 26%	68 15%	11 15%	46 19%	86 22%	13 20%	28 27%	35 26%	76 25%	20 19%	24 19%	21 33%	163 24%	53 19%	20 17%	20 22%	32 20%	89 25%	75 20%
Totally Disagree	156 16%	80 17%	76 15%	40 21%	56 15%	60 14%	16 22%	29 12%	55 14%	10 16%	18 18%	28 21%	56 19%	12 12%	16 13%	9 14%	116 17%	36 13%	16 14%	23 26%	32 20%	57 16%	42 11%
BOTTOM 2 BOX	375 37%	195 40%	180 35%	97 51%	150 41%	128 29%	27 37%	75 31%	141 37%	23 36%	46 45%	63 47%	132 44%	32 31%	40 32%	30 48%	279 40%	89 33%	36 31%	43 48%	64 40%	146 41%	117 31%

Comparison Groups: BC/DEF/GHIJKLMNQP/RS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4A. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

I AM UNCOMFORTABLE WITH THE VIOLENCE IN HOCKEY

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/Exec	Sup/Mgr	Sales Serv/Clrc	Tech/Skill Labor	Man. Labor	Home-maker	Stu-ent	Re-tired	Unemp-loyed	TOTAL Emp-loyed	Emp-Full-time	Emp-Part-time	Self-Emp-loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	626 63%	109 67%	29 63%	101 58%	74 57%	17 42%	32 59%	30 49%	164 74%	32 65%	340 59%	238 59%	58 61%	44 62%	34 61%	45 62%	88 60%	94 60%	243 64%	82 64%	64 62%	97 66%
	F																					
Totally Agree	321 32%	56 34% C	9 20%	50 29%	35 27%	10 25%	14 26%	8 13%	104 47% GHKLM	17 35%	166 29% H	112 28% H	28 29% H	26 37% H	20 36%	23 32%	57 39% RT	36 23%	120 32% R	36 28%	31 30%	53 36% R
Agree Somewhat	305 30%	53 33% F	20 43% F	51 29%	39 30%	7 18%	18 33%	22 36%	60 27%	15 31%	174 30%	126 31%	30 32%	18 25%	14 25%	22 31%	31 21%	58 37% Q	123 32% Q	46 36% Q	33 32%	44 30%
Disagree Somewhat	219 22%	34 21%	15 33%	42 24%	33 25%	11 28%	10 19%	21 34% GIJMN	31 14%	7 14%	141 25% I	109 27% IJ	19 20%	13 18%	12 21%	14 19%	27 18%	36 23%	88 23%	31 24%	27 26%	30 20%
Totally Disagree	156 16%	20 12%	2 4%	32 18%	23 18%	12 30%	12 22%	10 16%	28 13%	10 20%	91 16%	59 15%	18 19%	14 20%	10 18%	13 18%	31 21%	27 17%	49 13%	16 12%	13 12%	20 14%
		C		C	C	BC																
BOTTOM 2 BOX	375 37%	54 33%	17 37%	74 42%	56 43%	23 58% B	22 41%	31 51% T	59 26%	17 35%	232 41% I	168 41% I	37 39% I	27 38%	22 39%	27 38%	58 40%	63 40%	137 36%	47 36%	40 38%	50 34%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4A. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

I AM UNCOMFORTABLE WITH THE VIOLENCE IN HOCKEY

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Interested	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	626 63%	111 52%	263 63%	149 67%	128 53%	267 63%	164 70%	67 65%	296 59%	177 65%	153 67%	210 69%	172 58%	321 100%	-	48 36%	430 73%
Totally Agree	321 32%	37 17%	131 32%	99 45%	43 18%	133 32%	95 40%	50 49%	125 25%	95 35%	101 44%	127 42%	56 19%	321 100%	-	21 16%	258 44%
Agree Somewhat	305 30%	74 35%	132 32%	50 23%	85 35%	134 32%	69 29%	17 17%	171 34%	82 30%	52 23%	83 27%	116 39%	-	-	27 20%	172 29%
Disagree Somewhat	219 22%	64 30%	97 23%	29 13%	71 29%	98 23%	39 17%	11 11%	133 26%	56 21%	30 13%	50 16%	83 28%	-	219 58%	40 30%	78 13%
Totally Disagree	156 16%	37 17%	55 13%	43 19%	43 18%	56 13%	32 14%	25 24%	74 15%	38 14%	44 19%	46 15%	44 15%	-	156 42%	46 34%	83 14%
BOTTOM 2 BOX	375 37%	101 48%	152 37%	72 33%	114 47%	154 37%	71 30%	36 35%	207 41%	94 35%	74 33%	96 31%	127 42%	-	375 100%	86 64%	161 27%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4B. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

HOCKEY IS A GOOD ACTIVITY FOR KIDS

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	882 88%	426 88%	456 88%	167 87%	327 89%	388 88%	67 92%	211 86%	345 90%	57 89%	88 86%	114 86%	259 87%	89 86%	110 88%	54 86%	621 90%	240 88%	86 74%	78 88%	140 87%	322 90%	329 87%
Totally Agree	443 44%	214 44%	229 44%	77 40%	159 43%	207 47%	43 59% LMNOP HK	89 36%	184 48% HLOP	36 56% LMNOP H	43 42%	48 36%	127 42% P	41 40%	47 38%	18 29%	336 49% RS	108 40% S	33 28%	37 42%	83 52% W	168 47% W	144 38%
Agree Somewhat	439 44%	212 44%	227 44%	90 47%	168 46%	181 41%	24 33%	122 50% GIJ	161 42%	21 33%	45 44%	66 50% GJ	132 44%	48 47%	63 50% GJ	36 57% GIJ	285 41%	132 49% Q	53 46%	41 46%	57 35%	154 43%	185 49% U
Disagree Somewhat	76 8%	36 7%	40 8%	16 8%	26 7%	34 8%	4 5%	20 8%	26 7%	5 8%	7 7%	14 11%	26 9%	12 12%	9 7%	7 11%	48 7%	18 7%	20 17% QR	5 6%	11 7%	23 6%	36 10%
Totally Disagree	43 4%	20 4%	23 4%	9 5%	13 4%	21 5%	2 3%	13 5%	14 4%	2 3%	7 7%	5 4%	14 5%	2 2%	6 5%	2 3%	21 3%	14 5%	10 9% Q	6 7%	10 6%	11 3%	13 3%
BOTTOM 2 BOX	119 12%	56 12%	63 12%	25 13%	39 11%	55 12%	6 8%	33 14%	40 10%	7 11%	14 14%	19 14%	40 13%	14 14%	15 12%	9 14%	69 10%	32 12%	30 26% QR	11 12%	21 13%	34 10%	49 13%

Comparison Groups: BC/DEF/GHIJKLMNOP/QRS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4B. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

HOCKEY IS A GOOD ACTIVITY FOR KIDS

	JOB DESCRIPTION						EMPLOYMENT STATUS							FAMILY INCOME								
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc1	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	882 88%	148 91%	44 96%	151 86%	121 93%	37 92%	47 87%	51 84%	189 85%	45 92%	514 90%	368 91%	84 88%	62 87%	47 84%	61 85%	127 87%	140 89%	349 92%	118 91%	97 93%	134 91%
		D		D		I																
Totally Agree	443 44%	75 46%	20 43%	72 41%	71 55%	22 55%	16 30%	22 36%	97 43%	24 49%	267 47%	192 47%	45 47%	30 42%	20 36%	29 40%	81 55%	60 38%	172 45%	50 39%	51 49%	71 48%
Agree Somewhat	439 44%	73 45%	24 52%	79 45%	50 38%	15 38%	31 57%	29 48%	92 41%	21 43%	247 43%	176 43%	39 41%	32 45%	27 48%	32 44%	46 32%	80 51%	177 47%	68 53%	46 44%	63 43%
Disagree Somewhat	76 8%	14 9%	1 2%	15 9%	5 4%	1 2%	3 6%	5 8%	21 9%	3 6%	39 7%	28 7%	6 6%	5 7%	4 7%	6 8%	12 8%	13 8%	21 6%	7 5%	5 5%	9 6%
Totally Disagree	43 4%	1 1%	1 2%	9 5%	4 3%	2 5%	4 7%	5 8%	13 6%	1 2%	19 3%	10 2%	5 5%	4 6%	5 9%	5 7%	7 5%	4 3%	10 3%	4 3%	2 2%	4 3%
		B																				
BOTTOM 2 BOX	119 12%	15 9%	2 4%	24 14%	9 7%	3 8%	7 13%	10 16%	34 15%	4 8%	58 10%	38 9%	11 12%	9 13%	9 16%	11 15%	19 13%	17 11%	31 8%	11 9%	7 7%	13 9%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4B. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

HOCKEY IS A GOOD ACTIVITY FOR KIDS

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Interested	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	882 88%	210 99%	382 92%	160 72%	238 98%	387 92%	188 80%	69 67%	479 95%	238 88%	165 73%	270 88%	283 95%	267 83%	334 89%	129 96%	491 83%
	CD	D	FGH	GH	H	JK	K				L		N	Q			
Totally Agree	443 44%	136 64% CD	196 47% D	56 25%	155 64% FGH	197 47% GH	70 30%	21 20%	264 52% JK	122 45% K	57 25%	134 44%	164 55% L	135 42%	177 47%	99 74% Q	214 36%
Agree Somewhat	439 44%	74 35%	186 45% B	104 47% B	83 34%	190 45% E	118 50% E	48 47% E	215 43%	116 43%	108 48%	136 44%	119 40%	132 41%	157 42%	30 22%	277 47% P
Disagree Somewhat	76 8%	2 1%	29 7% B	29 13% BC	4 2%	29 7% E	32 14% EF	11 11% E	19 4%	28 10% I	29 13% I	27 9% M	13 4%	37 12% O	20 5%	5 4%	58 10% P
Totally Disagree	43 4%	-	4 1%	32 14%	-	5 1%	15 6%	23 22%	5 1%	5 2%	33 15%	9 3%	3 1%	17 5%	21 6%	-	42 7%
BOTTOM 2 BOX	119 12%	2 1%	33 8% B	61 28% BC	4 2%	34 8% E	47 20% EF	34 33% EFG	24 5%	33 12% I	62 27% IJ	36 12% M	16 5%	54 17% O	41 11%	5 4%	100 17% P

Comparison Groups: BCD/EFHG/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4C. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

HOCKEY IS A KEY PART OF WHAT IT MEANS TO BE CANADIAN

	GENDER		AGE			REGION											LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	843 84%	400 83%	443 85%	159 83%	313 86%	371 84%	63 86%	218 89%	319 83%	54 84%	84 82%	105 79%	243 81%	84 82%	112 90%	49 78%	580 84%	243 89%	91 78%	76 85%	128 80%	307 86%	321 85%
Totally Agree	458 46%	226 47%	232 45%	87 45%	172 47%	199 45%	38 52%	128 52%	166 43%	28 44%	47 46%	51 38%	126 42%	35 34%	63 50%	22 35%	312 45%	143 53%	41 35%	45 51%	75 47%	181 51%	149 39%
Agree Somewhat	385 38%	174 36%	211 41%	72 38%	141 39%	172 39%	25 34%	90 37%	153 40%	26 41%	37 36%	54 41%	117 39%	49 48%	49 39%	27 43%	268 39%	100 37%	50 43%	31 35%	53 33%	126 35%	172 46%
Disagree Somewhat	79 8%	41 9%	38 7%	19 10%	28 8%	32 7%	6 8%	11 5%	31 8%	6 9%	12 12%	13 10%	31 10%	11 11%	7 6%	9 14%	58 8%	12 4%	11 9%	6 7%	14 9%	28 8%	28 7%
Totally Disagree	79 8%	41 9%	38 7%	14 7%	25 7%	40 9%	4 5%	15 6%	35 9%	4 6%	6 6%	15 11%	25 8%	8 8%	6 5%	5 8%	52 8%	17 6%	14 12%	7 8%	19 12%	21 6%	29 8%
BOTTOM 2 BOX	158 16%	82 17%	76 15%	33 17%	53 14%	72 16%	10 14%	26 11%	66 17%	10 16%	18 18%	28 21%	56 19%	19 18%	13 10%	14 22%	110 16%	29 11%	25 22%	13 15%	33 20%	49 14%	57 15%

Comparison Groups: BC/DEF/GHIJKLMNQP/QRS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4C. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

HOCKEY IS A KEY PART OF WHAT IT MEANS TO BE CANADIAN

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc	Tech/ Skill Labor	Man. Labor	Home- maker	Stu- dent	Re- tired	Unemp loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	843	143	39	144	115	32	43	52	189	38	487	349	81	57	43	59	120	136	326	108	90	128
	84%	88%	85%	82%	88%	80%	85%	78%	85%	86%	85%	80%	77%	82%	82%	87%	86%	84%	87%	87%		
Totally Agree	458 46%	72 44%	23 50%	78 45%	75 58% BD	20 50%	19 35%	29 48%	103 46%	19 39%	273 48%	198 49%	47 49%	28 39%	19 34%	36 50%	73 50% O	75 48%	172 45%	51 40%	51 49%	70 48%
Agree Somewhat	385 38%	71 44% E	16 35%	66 38%	40 31%	12 30%	24 44%	23 38%	86 39%	19 39%	214 37%	151 37%	34 36%	29 41%	24 43%	23 32%	47 32%	61 39%	154 41%	57 44% Q	39 38%	58 39%
Disagree Somewhat	79 8%	12 7%	3 7%	14 8%	7 5%	5 12%	7 13%	6 10%	13 6%	6 12%	43 8%	32 8%	7 7%	4 6%	4 7%	6 8%	13 9%	14 9%	25 7%	9 7%	8 8%	8 5%
Totally Disagree	79 8%	8 5%	4 9%	17 10%	8 6%	3 8%	4 7%	3 5%	21 9%	5 10%	42 7%	25 6%	7 7%	10 14%	9 16%	7 10%	13 9%	7 4%	29 8%	12 9%	6 6%	11 7%
BOTTOM 2 BOX	158 16%	20 12%	7 15%	31 18%	15 12%	8 20%	11 20%	9 15%	34 15%	11 22%	85 15%	57 14%	14 15%	14 20%	13 23%	13 18%	26 18%	21 13%	54 14%	21 16%	14 13%	19 13%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4C. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

HOCKEY IS A KEY PART OF WHAT IT MEANS TO BE CANADIAN

	NHL FAN				HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olym pics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	843 84%	203 96%	375 90%	135 61%	233 96%	381 90%	179 76%	50 49%	464 92%	238 88%	141 62%	270 88%	281 94%	266 83%	308 82%	126 94%	462 78%
		CD	D		FGH	GH	H		K	K		L				Q	
Totally Agree	458 46%	154 73%	206 50%	43 19%	177 73%	209 50%	58 25%	14 14%	297 59%	115 42%	46 20%	145 47%	182 61%	137 43%	179 48%	96 72%	224 38%
		CD	D		FGH	GH	H		JK	K		L				Q	
Agree Somewhat	385 38%	49 23%	169 41%	92 42%	56 23%	172 41%	121 51%	36 35%	167 33%	123 45%	95 42%	125 41%	99 33%	129 40%	129 34%	30 22%	238 40%
			B	B		E	EFH	E		I	I	M				P	
Disagree Somewhat	79 8%	7 3%	32 8%	27 12%	7 3%	32 8%	26 11%	14 14%	31 6%	21 8%	27 12%	19 6%	16 5%	24 7%	26 7%	6 4%	59 10%
			B	B		E	E	E		I	I					P	P
Totally Disagree	79 8%	2 1%	8 2%	59 27%	2 1%	8 2%	30 13%	39 38%	8 2%	12 4%	59 26%	17 6%	2 1%	31 10%	41 11%	2 1%	70 12%
		BC			EF	EFG		I	IJ	M					P		
BOTTOM 2 BOX	158 16%	9 4%	40 10%	86 39%	9 4%	40 10%	56 24%	53 51%	39 8%	33 12%	86 38%	36 12%	18 6%	55 17%	67 18%	8 6%	129 22%
			B	BC		E	EF	EFG			IJ	M					P

Comparison Groups: BCD/EFGH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4D. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

FIGHTING IS AN ACCEPTABLE PART OF HOCKEY

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	392 39%	231 48% C	161 31%	89 46% F	165 45% F	138 31%	30 41%	82 34%	156 41% O	30 47% O	41 40%	53 40%	124 41% O	39 38%	38 30%	24 38%	289 42% R	93 34%	39 34%	46 52% UW	60 37%	159 45% W	121 32%
Totally Agree	104 10%	75 16% C	29 6%	19 10%	47 13%	38 9%	10 14% O	14 6%	40 10% HO	11 17% HO	18 18% HLO	11 8%	40 13% HO	10 10%	6 5%	5 8%	86 12% RS	17 6%	7 6%	19 21% UW	14 9%	46 13% W	24 6%
Agree Somewhat	288 29%	156 32% C	132 25%	70 36% F	118 32% F	100 23%	20 27%	68 28%	116 30%	19 30%	23 23%	42 32%	84 28%	29 28%	32 26%	19 30%	203 29%	76 28%	32 28%	27 30%	46 29%	113 32%	97 26%
Disagree Somewhat	281 28%	111 23%	170 33% B	58 30%	103 28%	120 27%	25 34%	73 30%	109 28%	14 22%	27 26%	33 25%	74 25%	29 28%	39 31%	16 25%	191 28%	81 30%	35 30%	17 19%	49 30% T	95 27%	115 30% T
Totally Disagree	328 33%	140 29%	188 36% B	45 23%	98 27%	185 42% DE	18 25%	89 36% G	120 31%	20 31%	34 33%	47 35%	101 34%	35 34%	48 38% G	23 37%	210 30%	98 36%	42 36%	26 29%	52 32%	102 29%	142 38% V
BOTTOM 2 BOX	609 61%	251 52%	358 69% B	103 54%	201 55%	305 69% DE	43 59%	162 66%	229 59%	34 53%	61 60%	80 60%	175 59%	64 62%	87 70% IJM	39 62%	401 58%	179 66% Q	77 66%	43 48%	101 63% T	197 55%	257 68% TV

Comparison Groups: BC/DEF/GHIJKLMNQP/RS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4D. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

FIGHTING IS AN ACCEPTABLE PART OF HOCKEY

	JOB DESCRIPTION						EMPLOYMENT STATUS							FAMILY INCOME								
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	392 39%	53 33%	23 50% B	71 41%	64 49% B	22 55% B	21 39%	28 46% I	61 27%	22 45% I	243 42% I	179 44% I	37 39% I	27 38% I	19 34%	25 35%	54 37%	66 42%	164 43%	58 45%	48 46%	58 39%
Totally Agree	104 10%	11 7%	4 9%	22 13%	25 19% B	7 18%	3 6%	6 10%	13 6%	8 16%	69 12% I	52 13% GI	11 12%	6 8%	5 9%	5 7%	20 14%	19 12%	46 12%	16 12%	16 15%	14 10%
Agree Somewhat	288 29%	42 26%	19 41%	49 28%	39 30%	15 38%	18 33%	22 36% I	48 22%	14 29%	174 30% I	127 31% I	26 27%	21 30%	14 25%	20 28%	34 23%	47 30%	118 31%	42 33%	32 31%	44 30%
Disagree Somewhat	281 28%	58 36% F	14 30% F	51 29% F	40 31% F	4 10%	14 26%	19 31%	58 26%	13 27%	168 29%	123 30%	27 28%	18 25%	13 23%	24 33%	35 24%	50 32%	103 27%	36 28%	25 24%	42 29%
Totally Disagree	328 33%	52 32% E	9 20%	53 30% E	26 20%	14 35%	19 35%	14 23%	104 47% HJKLM	14 29%	161 28%	104 26%	31 33%	26 37%	24 43% RT	23 32%	57 39% RST	41 26%	113 30%	35 27%	31 30%	47 32%
BOTTOM 2 BOX	609 61%	110 67% CEF	23 50%	104 59%	66 51%	18 45%	33 61%	33 54% HJKLM	162 73%	27 55%	329 58%	227 56%	58 61%	44 62%	37 66%	47 65%	92 63%	91 58%	216 57%	71 55%	56 54%	89 61%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4D. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

FIGHTING IS AN ACCEPTABLE PART OF HOCKEY

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olym pics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	392 39%	155 73% CD	164 40% D	35 16%	169 70% FGH	167 40% GH	42 18%	14 14%	272 54% JK	82 30% K	38 17%	106 35%	170 57% L	45 14%	214 57% N	114 85% Q	106 18%
Totally Agree	104 10%	53 25% CD	35 8% D	6 3%	57 24% FGH	35 8% G	8 3%	4 4%	77 15% JK	21 8% K	6 3%	32 10%	49 16% L	18 6%	70 19% N	68 51% Q	11 2%
Agree Somewhat	288 29%	102 48% CD	129 31% D	29 13%	112 46% FGH	132 31% GH	34 14%	10 10%	195 39% JK	61 23% K	32 14%	74 24%	121 40% L	27 8%	144 38% N	46 34% Q	95 16%
Disagree Somewhat	281 28%	38 18%	143 34% BD	46 21%	44 18%	144 34% EH	78 33% EH	15 15%	148 29% K	86 32% K	47 21%	84 27%	88 29%	64 20%	81 22%	11 8%	196 33% P
Totally Disagree	328 33%	19 9%	108 26% B	140 63% BC	29 12%	110 26% E	115 49% EF	74 72% EFG	83 17%	103 38% I	142 63% IJ	116 38% M	41 14%	212 66% O	80 21%	9 7%	289 49% P
BOTTOM 2 BOX	609 61%	57 27%	251 60% B	186 84% BC	73 30%	254 60% E	193 82% EF	89 86% EF	231 46%	189 70% I	189 83% IJ	200 65% M	129 43%	276 86% O	161 43%	20 15%	485 82% P

Comparison Groups: BCD/EFGH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4E. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

BIG HITS MAKE WATCHING HOCKEY FUN

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Co11/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	410 41%	250 52% C	160 31%	82 43%	173 47% F	155 35%	30 41%	74 30%	170 44% HO	32 50% HO	44 43% HO	60 45% HO	136 45% HO	43 42% HO	36 29% HO	29 46% HO	312 45% R	85 31%	43 37%	44 49% W	65 40%	157 44% W	137 36%
Totally Agree	134 13%	95 20% C	39 8%	30 16%	53 14%	51 12%	10 14%	15 6%	58 15% HO	13 20% HO	20 20% HO	18 14% H	51 17% HO	13 13%	8 6%	8 13%	118 17% RS	18 7%	8 7%	19 21% UW	17 11%	63 18% UW	34 9%
Agree Somewhat	276 28%	155 32% C	121 23%	52 27%	120 33% F	104 23%	20 27%	59 24%	112 29%	19 30%	24 24%	42 32%	85 28%	30 29%	28 22%	21 33%	194 28%	67 25%	35 30%	25 28%	48 30%	94 26%	103 27%
Disagree Somewhat	255 25%	113 23%	142 27%	52 27%	91 25%	112 25%	21 29%	71 29% K	98 25%	16 25%	19 19%	30 23%	65 22%	25 24%	37 30%	12 19%	168 24%	80 29%	33 28%	14 16%	42 26% T	86 24%	110 29% T
Totally Disagree	336 34%	119 25%	217 42% B	58 30%	102 28%	176 40% DE	22 30%	99 41% IJ	117 30%	16 25%	39 38%	43 32%	98 33%	35 34%	52 42% IJ	22 35%	210 30%	107 39% Q	40 34%	31 35%	54 34%	113 32%	131 35%
BOTTOM 2 BOX	591 59%	232 48%	359 69% B	110 57%	193 53%	288 65% E	43 59%	170 70% KLMNP IJ	215 56%	32 50%	58 57%	73 55%	163 55%	60 58%	89 71% KLMNP IJ	34 54%	378 55%	187 69% Q	73 63%	45 51%	96 60%	199 56%	241 64% TV

Comparison Groups: BC/DEF/GHIJKLMNOP/QRS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4E. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

BIG HITS MAKE WATCHING HOCKEY FUN

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	410 41%	65 40%	25 54%	74 42%	68 52% B	20 50%	21 39%	27 44%	68 30%	20 41%	260 45% IM	198 49% IM	33 35%	29 41%	21 38%	23 32%	56 38%	68 43%	189 50% PQ	63 49% P	57 55% OPQ	69 47% P
Totally Agree	134 13%	21 13%	9 20%	22 13%	27 21%	6 15%	3 6%	8 13%	21 9%	12 24% GIM	87 15% GI	66 16% GI	10 11%	11 15%	7 12%	7 10%	24 16%	20 13%	62 16%	23 18%	15 14%	24 16%
Agree Somewhat	276 28%	44 27%	16 35%	52 30%	41 32%	14 35%	18 33% J	19 31%	47 21%	8 16%	173 30% IJ	132 33% IJ	23 24%	18 25%	14 25%	16 22%	32 22%	48 31%	127 33% PQ	40 31%	42 40% OPQ	45 31%
Disagree Somewhat	255 25%	47 29%	13 28%	41 23%	29 22%	7 18%	11 20%	17 28%	63 28%	12 24%	141 25%	96 24%	28 29%	17 24%	11 20%	21 29% U	40 27% U	45 29% SU	77 20% U	31 24% U	13 12%	33 22% U
Totally Disagree	336 34%	51 31% C	8 17%	60 34% C	33 25%	13 32%	22 41%	17 28%	92 41% HKL	17 35%	171 30%	112 28%	34 36%	25 35%	24 43% RT	28 39%	50 34%	44 28%	114 30%	35 27%	34 33%	45 31%
BOTTOM 2 BOX	591 59%	98 60% E	21 46%	101 58%	62 48%	20 50%	33 61%	34 56%	155 70% KL	29 59%	312 55%	208 51%	62 65% KL	42 59%	35 62% U	49 68% STUV	90 62% SU	89 57%	191 50%	66 51%	47 45%	78 53%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4E. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

BIG HITS MAKE WATCHING HOCKEY FUN

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Interested	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	410 41%	159 75% CD	161 39% D	45 20%	179 74% FGH	164 39% GH	55 23% H	12 12%	279 55% JK	83 31% K	48 21%	105 34%	189 63% L	63 20%	214 57% N	134 100%	-
Totally Agree	134 13%	73 34% CD	40 10% D	9 4%	80 33% FGH	40 10% G	9 4%	5 5%	104 21% JK	21 8%	9 4%	44 14%	62 21% L	21 7%	86 23% N	134 100%	-
Agree Somewhat	276 28%	86 41% CD	121 29% D	36 16%	99 41% FGH	124 29% GH	46 20% H	7 7%	175 35% JK	62 23%	39 17%	61 20%	127 42% L	42 13%	128 34% N	-	-
Disagree Somewhat	255 25%	33 16%	137 33% BD	44 20%	40 17%	137 33% EH	61 26% EH	17 17%	126 25%	85 31% K	44 19%	90 29%	68 23%	62 19%	78 21%	-	255 43%
Totally Disagree	336 34%	20 9%	117 28% B	132 60% BC	23 10%	120 29% E	119 51% EF	74 72% EFG	98 19%	103 38% I	135 59% IJ	111 36% M	42 14%	196 61% O	83 22%	-	336 57%
BOTTOM 2 BOX	591 59%	53 25%	254 61% B	176 80% BC	63 26%	257 61% E	180 77% EF	91 88% EFG	224 45%	188 69% I	179 79% IJ	201 66% M	110 37%	258 80% O	161 43%	-	591 100%

Comparison Groups: BCD/EFGH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4F. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

I LIKE WHAT DON CHERRY HAS TO SAY

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Co11/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	439 44%	222 46%	217 42%	65 34%	180 49% D	194 44% D	41 56% HO	45 18%	209 54% HO	35 55% HO	49 48% HO	60 45% HO	144 48% HO	46 45% HO	17 14%	28 44% HO	370 54% RS	62 23%	49 42% R	44 49%	70 43%	176 49% W	144 38%
Totally Agree	132 13%	74 15%	58 11%	18 9%	52 14%	62 14%	11 15% HO	6 2%	79 21% KLMOP H	11 17% HO	10 10% HO	15 11% HO	36 12% HO	16 16% HO	3 2%	7 11% HO	115 17% RS	14 5%	11 9%	13 15%	19 12%	67 19% UW	33 9%
Agree Somewhat	307 31%	148 31%	159 31%	47 24%	128 35% D	132 30%	30 41% HO	39 16%	130 34% HO	24 38% HO	39 38% HO	45 34% HO	108 36% HO	30 29% HO	14 11%	21 33% HO	255 37% R	48 18%	38 33% R	31 35%	51 32%	109 31%	111 29%
Disagree Somewhat	253 25%	105 22%	148 29% B	68 35% EF	94 26%	91 21%	12 16%	63 26%	97 25%	13 20%	31 30% G	37 28%	81 27% G	35 34% GJ	33 26%	19 30%	170 25%	69 25%	36 31%	25 28%	37 23%	95 27%	93 25%
Totally Disagree	309 31%	155 32%	154 30%	59 31%	92 25%	158 36% E	20 27%	136 56% KLMNP GIJ	79 21%	16 25%	22 22%	36 27%	74 25%	22 21%	75 60% KLMNP GIJ	16 25%	150 22%	141 52% QS	31 27%	20 22%	54 34% V	85 24%	141 37% TV
BOTTOM 2 BOX	562 56%	260 54%	302 58%	127 66% EF	186 51%	249 56%	32 44%	199 82% KLMNP GIJ	176 46%	29 45%	53 52%	73 55%	155 52%	57 55%	108 86% KLMNP GIJ	35 56%	320 46%	210 77% QS	67 58% Q	45 51%	91 57%	180 51%	234 62% V

Comparison Groups: BC/DEF/GHIJKL MNOP/QRS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4F. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

I LIKE WHAT DON CHERRY HAS TO SAY

	JOB DESCRIPTION						EMPLOYMENT STATUS							FAMILY INCOME								
	TOTAL	Prof/Exec.	Sup/Mgr	Sales Serv/Clrcl	Tech/Skill Labor	Man. Labor	Home-maker	Stu-dent	Re-tired	Unemp-loyed	TOTAL Emp-loyed	Emp. Full-time	Emp. Part-time	Self Emp-loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	439 44%	77 47%	30 65% BDF	78 45%	66 51%	17 42%	22 41%	20 33%	82 37%	24 49%	277 48% HI	194 48% HI	50 53% HI	33 46%	20 36%	26 36%	62 42%	75 48%	179 47%	61 47%	50 48%	68 46%
Totally Agree	132 13%	19 12%	8 17%	23 13%	22 17%	5 12%	7 13%	5 8%	30 13%	7 14%	78 14% N	61 15% N	12 13%	5 7%	4 7%	10 14%	21 14%	21 13%	60 16% O	21 16%	15 14%	24 16% O
Agree Somewhat	307 31%	58 36%	22 48% D	55 31%	44 34%	12 30%	15 28%	15 25%	52 23%	17 35%	199 35% I	133 33% I	38 40% HI	28 39% I	16 29%	16 22%	41 28%	54 34% P	119 31%	40 31%	35 34%	44 30%
Disagree Somewhat	253 25%	43 26%	8 17%	48 27%	31 24%	9 22%	14 26%	27 44% JKLMN GI	43 19%	12 24%	142 25%	110 27% I	19 20%	13 18%	13 23%	18 25%	32 22%	38 24%	109 29%	34 26%	29 28%	46 31%
Totally Disagree	309 31%	43 26%	8 17%	49 28%	33 25%	14 35%	18 33%	14 23% HJKLM	98 44%	13 27%	153 27%	102 25%	26 27%	25 35%	23 41% SUV	28 39% SUV	52 36% SUV	44 28%	92 24%	34 26%	25 24%	33 22%
BOTTOM 2 BOX	562 56%	86 53% C	16 35%	97 55% C	64 49%	23 58% C	32 59%	41 67% KLM	141 63% KLM	25 51%	295 52%	212 52%	45 47%	38 54%	36 64%	46 64%	84 58%	82 52%	201 53%	68 53%	54 52%	79 54%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4F. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

I LIKE WHAT DON CHERRY HAS TO SAY

	NHL FAN				HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	439 44%	138 65%	196 47%	42 19%	161 67%	198 47%	64 27%	16 16%	279 55%	116 43%	44 19%	124 41%	180 60%	105 33%	177 47%	98 73%	187 32%
		CD	D		FGH	GH	H		JK	K		L		N		Q	
Totally Agree	132 13%	63 30%	46 11%	10 5%	70 29%	46 11%	10 4%	6 6%	100 20%	22 8%	10 4%	38 12%	67 22%	29 9%	63 17%	56 42%	44 7%
		CD	D		FGH	G			JK			L		N		Q	
Agree Somewhat	307 31%	75 35%	150 36%	32 14%	91 38%	152 36%	54 23%	10 10%	179 36%	94 35%	34 15%	86 28%	113 38%	76 24%	114 30%	42 31%	143 24%
		D	D		GH	GH	H		K	K		L		N			
Disagree Somewhat	253 25%	36 17%	121 29%	58 26%	38 16%	125 30%	73 31%	17 17%	115 23%	76 28%	62 27%	94 31%	63 21%	88 27%	95 25%	15 11%	157 27%
			B	B		EH	EH		M			M				P	P
Totally Disagree	309 31%	38 18%	98 24%	121 55%	43 18%	98 23%	98 42%	70 68%	109 22%	79 29%	121 53%	88 29%	56 19%	128 40%	103 27%	21 16%	247 42%
				BC			EF	EFG		I	IJ	M		O		P	P
BOTTOM 2 BOX	562 56%	74 35%	219 53%	179 81%	81 33%	223 53%	171 73%	87 84%	224 45%	155 57%	183 81%	182 59%	119 40%	216 67%	198 53%	36 27%	404 68%
			B	BC		E	EF	EFG		I	IJ	M		O			P

Comparison Groups: BCD/EFGH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4G. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

IT MATTERS A GREAT DEAL TO ME THAT A CANADIAN TEAM WINS THE STANLEY CUP

	JOB DESCRIPTION						EMPLOYMENT STATUS							FAMILY INCOME								
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc1	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	680 68%	119 73%	35 76%	116 66%	85 65%	25 62%	34 63%	41 67%	161 72%	28 57%	389 68%	273 67%	69 73%	47 66%	33 59%	56 78%	96 66%	107 68%	254 67%	85 66%	72 69%	97 66%
Totally Agree	284 28%	46 28%	15 33%	46 26%	40 31%	10 25%	17 31%	13 21%	67 30%	13 27%	162 28%	115 28%	30 32%	17 24%	12 21%	27 38%	51 35%	38 24%	98 26%	30 23%	28 27%	40 27%
Agree Somewhat	396 40%	73 45%	20 43%	70 40%	45 35%	15 38%	17 31%	28 46%	94 42%	15 31%	227 40%	158 39%	39 41%	30 42%	21 38%	29 40%	45 31%	69 44%	156 41%	55 43%	44 42%	57 39%
Disagree Somewhat	157 16%	25 15%	5 11%	29 17%	22 17%	8 20%	10 19%	11 18%	24 11%	12 24%	93 16%	73 18%	10 11%	10 14%	8 14%	3 4%	21 14%	32 20%	61 16%	22 17%	14 13%	25 17%
Totally Disagree	164 16%	19 12%	6 13%	30 17%	23 18%	7 18%	10 19%	9 15%	38 17%	9 18%	90 16%	60 15%	16 17%	14 20%	15 27%	13 18%	29 20%	18 11%	65 17%	22 17%	18 17%	25 17%
BOTTOM 2 BOX	321 32%	44 27%	11 24%	59 34%	45 35%	15 38%	20 37%	20 33%	62 28%	21 43%	183 32%	133 33%	26 27%	24 34%	23 41%	16 22%	50 34%	50 32%	126 33%	44 34%	32 31%	50 34%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4G. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

IT MATTERS A GREAT DEAL TO ME THAT A CANADIAN TEAM WINS THE STANLEY CUP

	NHL FAN				HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Interested	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	680 68%	163 77% D	323 78% D	98 44%	186 77% GH	327 78% GH	132 56% H	35 34%	390 78% JK	188 69% K	102 45%	224 73%	217 73%	208 65%	247 66%	105 78% Q	366 62%
Totally Agree	284 28%	85 40% D	136 33% D	26 12%	96 40% GH	136 32% GH	40 17%	12 12%	182 36% JK	76 28% K	26 11%	94 31%	98 33%	91 28%	105 28%	54 40% Q	149 25%
Agree Somewhat	396 40%	78 37%	187 45% BD	72 33%	90 37% H	191 45% EH	92 39% H	23 22%	208 41% K	112 41%	76 33%	130 42%	119 40%	117 36%	142 38%	51 38%	217 37%
Disagree Somewhat	157 16%	26 12%	63 15%	34 15%	31 13%	65 15%	51 22% EH	10 10%	70 14%	51 19%	36 16%	51 17%	55 18%	44 14%	62 17%	11 8%	101 17% P
Totally Disagree	164 16%	23 11%	29 7%	89 40% BC	25 10%	29 7%	52 22% EF	58 56% EFG	43 9%	32 12%	89 39% IJ	31 10%	27 9%	69 21%	66 18%	18 13%	124 21% P
BOTTOM 2 BOX	321 32%	49 23%	92 22%	123 56% BC	56 23%	94 22%	103 44% EF	68 66% EFG	113 22%	83 31% I	125 55% IJ	82 27%	82 27%	113 35%	128 34%	29 22%	225 38% P

Comparison Groups: BCD/EFGH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

SUMMARY TABLES: TOP 2 BOX

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Co1l/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
Hockey is a good activity for kids	882 88%	426 88%	456 88%	167 87%	327 89%	388 88%	67 92%	211 86%	345 90%	57 89%	88 86%	114 86%	259 87%	89 86%	110 88%	54 86%	621 90% S	240 88% S	86 74%	78 88%	140 87%	322 90%	329 87%
Hockey is a key part of what it means to be Canadian	843 84%	400 83%	443 85%	159 83%	313 86%	371 84%	63 86%	218 89% ILMP	319 83%	54 84%	84 82%	105 79%	243 81%	84 82%	112 90% ILMP	49 78%	580 84%	243 89% QS	91 78%	76 85%	128 80%	307 86%	321 85%
It matters a great deal to me that a Canadian team wins the Stanley Cup	680 68%	313 65%	367 71%	125 65%	250 68%	305 69%	52 71%	169 69%	258 67%	41 64%	68 67%	92 69%	201 67%	69 67%	84 67%	44 70%	472 68%	189 69%	73 63%	69 78% UW	104 65%	245 69%	251 66%
I am uncomfortable with the violence in hockey	626 63%	287 60%	339 65%	95 49%	216 59% D	315 71% DE	46 63%	169 69% KLMP	244 63% LM	41 64%	56 55%	70 53%	167 56%	71 69% KLMP	85 68% KLMP	33 52%	411 60%	183 67% Q	80 69% Q	46 52%	97 60%	210 59%	261 69% TV
I like what Don Cherry has to say	439 44%	222 46%	217 42%	65 34%	180 49% D	194 44% D	41 56% HO	45 18% HO	209 54% HO	35 55% HO	49 48% HO	60 45% HO	144 48% HO	46 45% HO	17 14% HO	28 44% HO	370 54% RS	62 23%	49 42% R	44 49%	70 43%	176 49% W	144 38%
Big hits make watching hockey fun	410 41%	250 52% C	160 31%	82 43%	173 47% F	155 35%	30 41%	74 30% HO	170 44% HO	32 50% HO	44 43% HO	60 45% HO	136 45% HO	43 42% HO	36 29% HO	29 46% HO	312 45% R	85 31%	43 37%	44 49% W	65 40%	157 44% W	137 36%
Fighting is an acceptable part of hockey	392 39%	231 48% C	161 31%	89 46% F	165 45% F	138 31%	30 41%	82 34% O	156 41% O	30 47% O	41 40%	53 40%	124 41% O	39 38%	38 30%	24 38%	289 42% R	93 34%	39 34%	46 52% UW	60 37%	159 45% W	121 32%
None of the above	21 2%	11 2%	10 2%	4 2%	6 2%	11 2%	-	7 3%	7 2%	4 6%	2 2%	1 1%	7 2%	2 2%	2 2%	-	10 1%	7 3%	4 3%	4 4%	7 4%	4 1%	4 1%

Comparison Groups: BC/DEF/GHIJKLMNQP/QRS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

SUMMARY TABLES: TOP 2 BOX

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc1	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
Hockey is a good activity for kids	882 88%	148 91%	44 96% D	151 86%	121 93% D	37 92%	47 87%	51 84%	189 85%	45 92%	514 90%	368 91% I	84 88%	62 87%	47 84%	61 85%	127 87%	140 89%	349 92%	118 91%	97 93%	134 91%
Hockey is a key part of what it means to be Canadian	843 84%	143 88%	39 85%	144 82%	115 88%	32 80%	43 80%	52 85%	189 85%	38 78%	487 85%	349 86%	81 85%	57 80%	43 77%	59 82%	120 82%	136 87%	326 86%	108 84%	90 87%	128 87%
It matters a great deal to me that a Canadian team wins the Stanley Cup	680 68%	119 73%	35 76%	116 66%	85 65%	25 62%	34 63%	41 67%	161 72% J	28 57%	389 68%	273 67%	69 73%	47 66%	33 59%	56 78% OS	96 66%	107 68%	254 67%	85 66%	72 69%	97 66%
I am uncomfortable with the violence in hockey	626 63%	109 67% F	29 63%	101 58%	74 57%	17 42%	32 59%	30 49%	164 74% HKLM	32 65%	340 59%	238 59%	58 61%	44 62%	34 61%	45 62%	88 60%	94 60%	243 64%	82 64%	64 62%	97 66%
I like what Don Cherry has to say	439 44%	77 47%	30 65% BDF	78 45%	66 51%	17 42%	22 41%	20 33%	82 37%	24 49%	277 48% HI	194 48% HI	50 53% HI	33 46%	20 36%	26 36%	62 42%	75 48%	179 47%	61 47%	50 48%	68 46%
Big hits make watching hockey fun	410 41%	65 40%	25 54%	74 42%	68 52% B	20 50%	21 39%	27 44%	68 30%	20 41%	260 45% IM	198 49% IM	33 35%	29 41%	21 38%	23 32%	56 38%	68 43%	189 50% PQ	63 49% P	57 55% OPQ	69 47% P
Fighting is an acceptable part of hockey	392 39%	53 33%	23 50% B	71 41%	64 49% B	22 55% B	21 39%	28 46% I	61 27%	22 45% I	243 42% I	179 44% I	37 39% I	27 38%	19 34%	25 35%	54 37%	66 42%	164 43%	58 45%	48 46%	58 39%
None of the above	21 2%	-	1 2%	6 3%	1 1%	1 2%	1 2%	1 2%	7 3%	-	11 2%	6 1%	2 2%	3 4%	3 5%	2 3%	4 3%	5 3%	4 1%	2 2%	1 1%	1 1%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q4. TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

SUMMARY TABLES: TOP 2 BOX

	NHL FAN				HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
Hockey is a good activity for kids	882 88%	210 99% CD	382 92% D	160 72%	238 98% FGH	387 92% GH	188 80% H	69 67%	479 95% JK	238 88% K	165 73%	270 88%	283 95% L	267 83%	334 89% N	129 96% Q	491 83%
Hockey is a key part of what it means to be Canadian	843 84%	203 96% CD	375 90% D	135 61%	233 96% FGH	381 90% GH	179 76% H	50 49%	464 92% K	238 88% K	141 62%	270 88%	281 94% L	266 83%	308 82%	126 94% Q	462 78%
It matters a great deal to me that a Canadian team wins the Stanley Cup	680 68%	163 77% D	323 78% D	98 44%	186 77% GH	327 78% GH	132 56% H	35 34%	390 78% JK	188 69% K	102 45%	224 73%	217 73%	208 65%	247 66%	105 78% Q	366 62%
I am uncomfortable with the violence in hockey	626 63%	111 52%	263 63% B	149 67% B	128 53%	267 63% E	164 70% E	67 65% E	296 59%	177 65%	153 67% I	210 69% M	172 58%	321 100%	-	48 36%	430 73% P
I like what Don Cherry has to say	439 44%	138 65% CD	196 47% D	42 19%	161 67% FGH	198 47% GH	64 27% H	16 16%	279 55% JK	116 43% K	44 19%	124 41%	180 60% L	105 33%	177 47% N	98 73% Q	187 32%
Big hits make watching hockey fun	410 41%	159 75% CD	161 39% D	45 20%	179 74% FGH	164 39% GH	55 23% H	12 12%	279 55% JK	83 31% K	48 21%	105 34%	189 63% L	63 20%	214 57% N	134 100%	-
Fighting is an acceptable part of hockey	392 39%	155 73% CD	164 40% D	35 16%	169 70% FGH	167 40% GH	42 18%	14 14%	272 54% JK	82 30% K	38 17%	106 35%	170 57% L	45 14%	214 57% N	114 85% Q	106 18%
None of the above	21 2%	-	1 *% C	18 8% C	-	1 *% C	8 3% F	12 12% FG	1 *% C	2 1% IJ	18 8% IJ	1 *% C	-	-	21 6% C	-	21 4% C

Comparison Groups: BCD/EFHG/IJK/LM/NO/PQ
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q5A. SOME PEOPLE HAVE SUGGESTED THAT CHANGES SHOULD BE MADE TO NHL HOCKEY TO MAKE IT A SAFER GAME FOR THE PLAYERS. TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING CHANGE:

TAKING EVERY STEP POSSIBLE TO PREVENT CONCUSSIONS, EVEN IF THIS MEANS CHANGING THE WAY THE GAME IS PLAYED

	GENDER		AGE			REGION										LANGUAGE			EDUCATION				
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	866 87%	407 84%	459 88%	152 79%	314 86%	400 90%	66 90%	223 91%	322 84%	56 88%	87 85%	112 84%	255 85%	92 89%	117 94%	54 86%	587 85%	245 90%	101 87%	77 87%	140 87%	298 84%	337 89%
Totally Support	587 59%	261 54%	326 63% B	91 47%	187 51%	309 70% DE	45 62%	174 71% KLMNP IJ	203 53%	37 58%	61 60%	67 50%	165 55%	59 57%	94 75% KLMNP GIJ	33 52%	371 54%	188 69% Q	70 60%	56 63%	93 58%	200 56%	230 61%
Somewhat Support	279 28%	146 30%	133 26%	61 32% F	127 35% F	91 21%	21 29%	49 20%	119 31% HO	19 30%	26 25%	45 34% HO	90 30% HO	33 32% HO	23 18%	21 33% HO	216 31% R	57 21%	31 27%	21 24%	47 29%	98 28%	107 28%
Somewhat Oppose	96 10%	53 11%	43 8%	31 16% F	37 10%	28 6%	3 4%	15 6%	46 12% GHO	9 9%	6 6%	17 13% GHO	32 11% GO	7 7%	6 5%	6 10%	74 11%	19 7%	12 10%	6 7%	14 9%	42 12%	34 9%
Strongly Oppose	39 4%	22 5%	17 3%	9 5%	15 4%	15 3%	4 5%	6 2%	17 4%	2 3%	6 6%	4 3%	12 4%	4 4%	2 2%	3 5%	29 4%	8 3%	3 3%	6 7%	7 4%	16 4% W	7 2%
BOTTOM 2 BOX	135 13%	75 16%	60 12%	40 21% F	52 14%	43 10%	7 10%	21 9%	63 16% HO	8 12%	15 15% O	21 16% HO	44 15% HO	11 11%	8 6%	9 14%	103 15% R	27 10%	15 13%	12 13%	21 13%	58 16% W	41 11%

Comparison Groups: BC/DEF/GHIJKLMNQP/RS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q5A. SOME PEOPLE HAVE SUGGESTED THAT CHANGES SHOULD BE MADE TO NHL HOCKEY TO MAKE IT A SAFER GAME FOR THE PLAYERS. TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING CHANGE:

TAKING EVERY STEP POSSIBLE TO PREVENT CONCUSSIONS, EVEN IF THIS MEANS CHANGING THE WAY THE GAME IS PLAYED

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc	Tech/ Skill Labor	Man. Labor		Home- maker	Stu- dent	Re- tired	Unemp loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	Under \$25k	Under \$40k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	866 87%	143 88%	41 89%	145 83%	110 85%	34 85%	46 85%	45 74%	206 92%	43 88%	488 85%	344 85%	81 85%	63 89%	46 82%	66 92%	128 88%	135 86%	319 84%	105 81%	85 82%	129 88%
Totally Support	587 59%	101 62%	23 50%	96 55%	69 53%	22 55%	27 50%	31 51%	161 72%	26 53%	320 56%	215 53%	58 61%	47 66%	28 50%	55 76%	93 64%	98 62%	187 49%	56 43%	50 48%	81 55%
Somewhat Support	279 28%	42 26%	18 39%	49 28%	41 32%	12 30%	19 35%	14 23%	45 20%	17 35%	168 29%	129 32%	23 24%	16 23%	18 32%	11 15%	35 24%	37 24%	132 35%	49 38%	35 34%	48 33%
Somewhat Oppose	96 10%	17 10%	4 9%	20 11%	16 12%	4 10%	5 9%	13 21%	11 5%	2 4%	64 11%	50 12%	9 9%	5 7%	7 12%	4 6%	12 8%	16 10%	44 12%	16 12%	15 14%	13 9%
Strongly Oppose	39 4%	3 2%	1 2%	10 6%	4 3%	2 5%	3 6%	3 5%	6 3%	4 8%	20 3%	12 3%	5 5%	3 4%	3 5%	2 3%	6 4%	6 4%	17 4%	8 6%	4 4%	5 3%
BOTTOM 2 BOX	135 13%	20 12%	5 11%	30 17%	20 15%	6 15%	8 15%	16 26%	17 8%	6 12%	84 15%	62 15%	14 15%	8 11%	10 18%	6 8%	18 12%	22 14%	61 16%	24 19%	19 18%	18 12%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q5A. SOME PEOPLE HAVE SUGGESTED THAT CHANGES SHOULD BE MADE TO NHL HOCKEY TO MAKE IT A SAFER GAME FOR THE PLAYERS. TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING CHANGE:

TAKING EVERY STEP POSSIBLE TO PREVENT CONCUSSIONS, EVEN IF THIS MEANS CHANGING THE WAY THE GAME IS PLAYED

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	866 87%	168 79%	372 90% B	189 86%	194 80%	378 90% E	208 89% E	86 83%	428 85%	243 90%	195 86%	273 89%	255 85%	306 95% O	280 75%	97 72%	547 93% P
Totally Support	587 59%	88 42%	248 60% B	149 67% B	105 43%	252 60% E	158 67% E	72 70% EF	263 52%	171 63% I	153 67% I	211 69% M	141 47%	262 82% O	157 42%	44 33%	435 74% P
Somewhat Support	279 28%	80 38% D	124 30% D	40 18%	89 37% GH	126 30% GH	50 21%	14 14%	165 33% K	72 27% K	42 19%	62 20%	114 38% L	44 14%	123 33% N	53 40% Q	112 19%
Somewhat Oppose	96 10%	32 15% CD	33 8%	19 9%	35 14% FH	33 8%	22 9%	6 6%	56 11%	21 8%	19 8%	22 7%	34 11%	12 4%	65 17% N	23 17% Q	29 5%
Strongly Oppose	39 4%	12 6%	10 2%	13 6% C	13 5%	10 2%	5 2%	11 11% FG	19 4%	7 3%	13 6%	11 4%	10 3%	3 1%	30 8% N	14 10% Q	15 3%
BOTTOM 2 BOX	135 13%	44 21% C	43 10%	32 14%	48 20% FG	43 10%	27 11%	17 17%	75 15%	28 10%	32 14%	33 11%	44 15%	15 5%	95 25% N	37 28% Q	44 7%

Comparison Groups: BCD/EFHG/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q5B. SOME PEOPLE HAVE SUGGESTED THAT CHANGES SHOULD BE MADE TO NHL HOCKEY TO MAKE IT A SAFER GAME FOR THE PLAYERS. TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING CHANGE:

BANNING ALL SHOTS TO THE HEAD, EVEN THOSE THAT ARE ACCIDENTAL

	GENDER		AGE			REGION											LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Schl	High Schl	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	904	423	481	166	324	414	68	227	338	62	91	118	271	90	116	54	623	251	100	82	150	313	345
	90%	88%	93%	86%	89%	93%	93%	93%	88%	97%	89%	89%	91%	87%	93%	86%	90%	92%	86%	92%	93%	88%	91%
			B			DE				I			KLMNP								V		
Totally Support	611	277	334	90	195	326	51	166	210	46	58	80	184	54	79	37	405	183	67	55	99	210	235
	61%	57%	64%	47%	53%	74%	70%	68%	55%	72%	57%	60%	62%	52%	63%	59%	59%	67%	58%	62%	61%	59%	62%
			B			DE	IN	IN		IKN									Q				
Somewhat Support	293	146	147	76	129	88	17	61	128	16	33	38	87	36	37	17	218	68	33	27	51	103	110
	29%	30%	28%	40%	35%	20%	23%	25%	33%	25%	32%	29%	29%	35%	30%	27%	32%	25%	28%	30%	32%	29%	29%
				F	F				H								R						
Somewhat Oppose	73	48	25	19	33	21	3	12	39	2	7	10	19	11	7	6	53	14	13	4	7	35	26
	7%	10%	5%	10%	9%	5%	4%	5%	10%	3%	7%	8%	6%	11%	6%	10%	8%	5%	11%	4%	4%	10%	7%
		C		F	F				GHJ					J								TU	
Strongly Oppose	24	11	13	7	9	8	2	5	8	-	4	5	9	2	2	3	14	7	3	3	4	8	7
	2%	2%	3%	4%	2%	2%	3%	2%	2%		4%	4%	3%	2%	2%	5%	2%	3%	3%	3%	2%	2%	2%
BOTTOM 2 BOX	97	59	38	26	42	29	5	17	47	2	11	15	28	13	9	9	67	21	16	7	11	43	33
	10%	12%	7%	14%	11%	7%	7%	7%	12%	3%	11%	11%	9%	13%	7%	14%	10%	8%	14%	8%	7%	12%	9%
		C		F	F				HJ		J	J	J	J		J						U	

Comparison Groups: BC/DEF/GHIJKLMNQP/RS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q5B. SOME PEOPLE HAVE SUGGESTED THAT CHANGES SHOULD BE MADE TO NHL HOCKEY TO MAKE IT A SAFER GAME FOR THE PLAYERS. TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING CHANGE:

BANNING ALL SHOTS TO THE HEAD, EVEN THOSE THAT ARE ACCIDENTAL

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc	Tech/ Skill Labor	Man. Labor		Home- maker	Stu- dent	Re- tired	Unemp loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15K	Under \$25K	Under \$40K	NET Over \$60K	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k	
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
TOP 2 BOX	904 90%	152 93%	38 83%	156 89%	116 89%	36 90%	47 87%	52 85%	210 94%	44 90%	513 90%	360 89%	88 93%	65 92%	47 84%	65 90%	133 91%	145 92%	335 88%	114 88%	90 87%	131 89%
Totally support	611 61%	99 61%	25 54%	103 59%	74 57%	24 60%	32 59%	27 44%	171 77%	26 53%	335 59%	230 57%	58 61%	47 66%	26 46%	48 67%	93 64%	90 57%	228 60%	76 59%	63 61%	89 61%
Somewhat Support	293 29%	53 33%	13 28%	53 30%	42 32%	12 30%	15 28%	25 41%	39 17%	18 37%	178 31%	130 32%	30 32%	18 25%	21 38%	17 24%	40 27%	55 35%	107 28%	38 29%	27 26%	42 29%
Somewhat Oppose	73 7%	10 6%	7 15%	15 9%	13 10%	2 5%	4 7%	6 10%	8 4%	2 4%	50 9%	41 10%	5 5%	4 6%	5 9%	7 10%	9 6%	9 6%	35 9%	10 8%	10 10%	15 10%
Strongly Oppose	24 2%	1 1%	1 2%	4 2%	1 1%	2 5%	3 6%	3 5%	5 2%	3 6%	9 2%	5 1%	2 2%	2 3%	4 7%	-	4 3%	3 2%	10 3%	5 4%	4 4%	1 1%
BOTTOM 2 BOX	97 10%	11 7%	8 17%	19 11%	14 11%	4 10%	7 13%	9 15%	13 6%	5 10%	59 10%	46 11%	7 7%	6 8%	9 16%	7 10%	13 9%	12 8%	45 12%	15 12%	14 13%	16 11%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q5B. SOME PEOPLE HAVE SUGGESTED THAT CHANGES SHOULD BE MADE TO NHL HOCKEY TO MAKE IT A SAFER GAME FOR THE PLAYERS. TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING CHANGE:

BANNING ALL SHOTS TO THE HEAD, EVEN THOSE THAT ARE ACCIDENTAL

	NHL FAN				HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	904 90%	187 88%	385 93% D	190 86%	214 88%	391 93% H	211 90%	88 85%	453 90%	255 94% IK	196 86%	286 93% M	265 89%	314 98% O	306 82%	107 80%	554 94% P
Totally Support	611 61%	120 57%	255 61%	137 62%	139 57%	259 62%	147 63%	66 64%	294 58%	176 65%	141 62%	216 71% M	160 54%	264 82% O	164 44%	53 40%	420 71% P
Somewhat Support	293 29%	67 32%	130 31% D	53 24%	75 31%	132 31% H	64 27%	22 21%	159 32% K	79 29%	55 24%	70 23%	105 35% L	50 16%	142 38% N	54 40% Q	134 23%
Somewhat Oppose	73 7%	22 10%	27 7%	17 8%	25 10% H	27 6%	17 7%	4 4%	43 9% J	13 5%	17 7%	17 6%	31 10% L	6 2%	49 13% N	21 16% Q	22 4%
Strongly Oppose	24 2%	3 1%	3 1%	14 6% BC	3 1%	3 1%	7 3%	11 11% EFG	7 1%	3 1%	14 6% IJ	3 1%	3 1%	1 *%	20 5% N	6 4%	15 3%
BOTTOM 2 BOX	97 10%	25 12%	30 7%	31 14% C	28 12%	30 7%	24 10%	15 15% F	50 10% J	16 6%	31 14% J	20 7%	34 11% L	7 2%	69 18% N	27 20% Q	37 6%

Comparison Groups: BCD/EFGH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

Q5C. SOME PEOPLE HAVE SUGGESTED THAT CHANGES SHOULD BE MADE TO NHL HOCKEY TO MAKE IT A SAFER GAME FOR THE PLAYERS. TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING CHANGE:

ELIMINATING FIGHTING, AS HAS BEEN DONE IN OTHER PROFESSIONAL SPORTS

	GENDER		AGE			REGION											LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
TOP 2 BOX	717 72%	310 64%	407 78% B	120 62%	256 70%	341 77% DE	51 70%	184 75%	271 70%	49 77%	71 70%	91 68%	211 71%	83 81% ILM	96 77%	43 68%	479 69%	202 74%	95 82% Q	56 63%	117 73%	241 68%	292 77% TV
Totally Support	431 43%	190 39%	241 46% B	61 32%	137 37%	233 53% DE	28 38%	118 48% I	153 40%	30 47%	46 45%	56 42%	132 44%	42 41%	64 51% I	26 41%	278 40%	126 46%	53 46%	38 43%	64 40%	141 40%	184 49% V
Somewhat Support	286 29%	120 25%	166 32% B	59 31%	119 33% F	108 24%	23 32%	66 27%	118 31%	19 30%	25 25%	35 26%	79 26%	41 40% HKLMO	32 26%	17 27%	201 29%	76 28%	42 36%	18 20%	53 33% T	100 28%	108 29%
Somewhat Oppose	168 17%	94 20% C	74 14%	43 22% F	66 18%	59 13%	9 12%	43 18%	69 18%	9 14%	13 13%	25 19%	47 16%	12 12%	23 18%	12 19%	120 17%	46 17%	13 11%	19 21%	28 17%	67 19%	52 14%
Strongly Oppose	116 12%	78 16% C	38 7%	29 15%	44 12%	43 10%	13 18% HO	17 7%	45 12% HO	6 9%	18 18% HNO	17 13% O	41 14% HO	8 8%	6 5%	8 13%	91 13% RS	24 9%	8 7%	14 16%	16 10%	48 13%	34 9%
BOTTOM 2 BOX	284 28%	172 36% C	112 22%	72 38% F	110 30% F	102 23%	22 30%	60 25%	114 30% N	15 23%	31 30%	42 32% N	88 29% N	20 19%	29 23%	20 32%	211 31% S	70 26%	21 18%	33 37% W	44 27%	115 32% W	86 23%

Comparison Groups: BC/DEF/GHIJKLMNQP/RS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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Hockey in Canada - 2012 Public Opinion Survey

Q5C. SOME PEOPLE HAVE SUGGESTED THAT CHANGES SHOULD BE MADE TO NHL HOCKEY TO MAKE IT A SAFER GAME FOR THE PLAYERS. TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING CHANGE:

ELIMINATING FIGHTING, AS HAS BEEN DONE IN OTHER PROFESSIONAL SPORTS

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME								
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc	Tech/ Skill Labor	Man. Labor	Home- maker	Stu- dent	Re- tired	Unemp loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	Under \$15k \$25k	Under \$25k \$40k	Under \$40k \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147	
TOP 2 BOX	717 72%	131 80%	27 59%	123 70%	82 63%	24 60%	38 70%	39 64%	177 79%	31 63%	398 70%	278 68%	69 73%	51 72%	43 77%	55 76%	104 71%	103 66%	256 67%	85 66%	71 68%	100 68%	
		CDEF							HJKLM									R					
Totally Support	431 43%	77 47%	17 37%	68 39%	48 37%	18 45%	19 35%	18 30%	125 56%	19 39%	234 41%	164 40%	36 38%	34 48%	25 45%	31 43%	73 50%	57 36%	156 41%	50 39%	40 38%	66 45%	
Somewhat Support	286 29%	54 33%	10 22%	55 31%	34 26%	6 15%	19 35%	21 34%	52 23%	12 24%	164 29%	114 28%	33 35%	17 24%	18 32%	24 33%	31 21%	46 29%	100 26%	35 27%	31 30%	34 23%	
Somewhat Oppose	168 17%	21 13%	11 24%	32 18%	28 22%	9 22%	8 15%	10 16%	29 13%	9 18%	107 19%	77 19%	17 18%	13 18%	6 11%	12 17%	20 14%	38 24%	69 18%	24 19%	17 16%	28 19%	
Strongly Oppose	116 12%	11 7%	8 17%	20 11%	20 15%	7 18%	8 15%	12 20%	17 8%	9 18%	67 12%	51 13%	9 9%	7 10%	7 12%	5 7%	22 15%	16 10%	55 14%	20 16%	16 15%	19 13%	
BOTTOM 2 BOX	284 28%	32 20%	19 41%	52 30%	48 37%	16 40%	16 30%	22 36%	46 21%	18 37%	174 30%	128 32%	26 27%	20 28%	13 23%	17 24%	42 29%	54 34%	124 33%	44 34%	33 32%	47 32%	
			B	B	B	B		I		I	I	I						P					

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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Hockey in Canada - 2012 Public Opinion Survey

Q5C. SOME PEOPLE HAVE SUGGESTED THAT CHANGES SHOULD BE MADE TO NHL HOCKEY TO MAKE IT A SAFER GAME FOR THE PLAYERS. TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING CHANGE:

ELIMINATING FIGHTING, AS HAS BEEN DONE IN OTHER PROFESSIONAL SPORTS

	NHL FAN				HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
TOP 2 BOX	717 72%	97 46%	302 73%	190 86%	116 48%	308 73%	207 88%	86 83%	300 60%	221 82%	196 86%	230 75%	173 58%	298 93%	190 51%	39 29%	517 87%
Totally Support	431 43%	36 17%	173 42%	144 65%	47 19%	176 42%	139 59%	69 67%	143 28%	141 52%	147 65%	148 48%	82 27%	245 76%	87 23%	20 15%	355 60%
Somewhat Support	286 29%	61 29%	129 31%	46 21%	69 29%	132 31%	68 29%	17 17%	157 31%	80 30%	49 22%	82 27%	91 30%	53 17%	103 27%	19 14%	162 27%
Somewhat Oppose	168 17%	56 26%	82 20%	15 7%	63 26%	82 19%	18 8%	5 5%	122 24%	31 11%	15 7%	47 15%	75 25%	14 4%	97 26%	34 25%	51 9%
Strongly Oppose	116 12%	59 28%	31 7%	16 7%	63 26%	31 7%	10 4%	12 12%	81 16%	19 7%	16 7%	29 9%	51 17%	9 3%	88 23%	61 46%	23 4%
BOTTOM 2 BOX	284 28%	115 54%	113 27%	31 14%	126 52%	113 27%	28 12%	17 17%	203 40%	50 18%	31 14%	76 25%	126 42%	23 7%	185 49%	95 71%	74 13%

Comparison Groups: BCD/EF/GH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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Hockey in Canada - 2012 Public Opinion Survey

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SUMMARY TABLES: TOP 2 BOX

	GENDER		AGE			REGION											LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
Banning all shots to the head, even those that are accidental	904 90%	423 88%	481 93% B	166 86%	324 89%	414 93% DE	68 93%	227 93%	338 88%	62 97% KLMNP I	91 89%	118 89%	271 91%	90 87%	116 93%	54 86%	623 90%	251 92%	100 86%	82 92%	150 93% V	313 88%	345 91%
Taking every step possible to prevent concussions, even if this means changing the way the game is played	866 87%	407 84%	459 88%	152 79%	314 86%	400 90% D	66 90%	223 91% ILM	322 84%	56 88%	87 85%	112 84%	255 85%	92 89%	117 94% IKLM	54 86%	587 85%	245 90% Q	101 87%	77 87%	140 87%	298 84%	337 89% V
Eliminating fighting, as has been done in other professional sports	717 72%	310 64%	407 78% B	120 62%	256 70%	341 77% DE	51 70%	184 75%	271 70%	49 77%	71 70%	91 68%	211 71%	83 81% ILM	96 77%	43 68%	479 69%	202 74%	95 82% Q	56 63%	117 73%	241 68%	292 77% TV
None of the above	48 5%	31 6% C	17 3%	11 6%	19 5%	18 4%	2 3%	6 2%	22 6% HJO	1 2%	8 8% JO	9 7% O	18 6% HJO	6 6% O	1 1% JO	6 10% JO	35 5%	10 4%	5 4%	5 6%	6 4%	22 6%	13 3%

Comparison Groups: BC/DEF/GHIJKLMNQP/RS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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SUMMARY TABLES: TOP 2 BOX

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self- Emp- loyed	Under \$15K	\$15K Under \$25K	\$25K Under \$40K	\$40K Under \$60K	NET Over \$60K	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
Banning all shots to the head, even those that are accidental	904 90%	152 93%	38 83%	156 89%	116 89%	36 90%	47 87%	52 85%	210 94% KL	44 90%	513 90%	360 89%	88 93%	65 92%	47 84%	65 90%	133 91%	145 92%	335 88%	114 88%	90 87%	131 89%
Taking every step possible to prevent concussions, even if this means changing the way the game is played	866 87%	143 88%	41 89%	145 83%	110 85%	34 85%	46 85%	45 74%	206 92% HKL	43 88%	488 85% H	344 85%	81 85%	63 89% H	46 82%	66 92% STU	128 88%	135 86%	319 84%	105 81%	85 82%	129 88%
Eliminating fighting, as has been done in other professional sports	717 72%	131 80% CDEF	27 59%	123 70%	82 63%	24 60%	38 70%	39 64%	177 79% HJKL	31 63%	398 70%	278 68%	69 73%	51 72%	43 77%	55 76%	104 71%	103 66%	256 67%	85 66%	71 68%	100 68%
None of the above	48 5%	4 2%	4 9%	8 5%	7 5%	2 5%	4 7%	4 7%	10 4%	2 4%	26 5%	20 5%	3 3%	3 4%	3 5%	4 6%	7 5%	7 4%	24 6%	11 9%	7 7%	6 4%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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Hockey in Canada - 2012 Public Opinion Survey

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SUMMARY TABLES: TOP 2 BOX

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
Banning all shots to the head, even those that are accidental	904 90%	187 88%	385 93% D	190 86%	214 88%	391 93% H	211 90%	88 85%	453 90%	255 94% IK	196 86%	286 93% M	265 89%	314 98% O	306 82%	107 80%	554 94% P
Taking every step possible to prevent concussions, even if this means changing the way the game is played	866 87%	168 79%	372 90% B	189 86%	194 80%	378 90% E	208 89% E	86 83%	428 85%	243 90%	195 86%	273 89%	255 85%	306 95% O	280 75%	97 72%	547 93% P
Eliminating fighting, as has been done in other professional sports	717 72%	97 46%	302 73% B	190 86% BC	116 48%	308 73% E	207 88% EF	86 83% EF	300 60%	221 82% I	196 86% I	230 75% M	173 58%	298 93% O	190 51%	39 29%	517 87% P
None of the above	48 5%	13 6%	12 3%	17 8% C	14 6%	12 3%	10 4%	12 12% FG	22 4%	9 3%	17 7% J	10 3%	13 4%	3 1%	38 10% N	19 14% Q	18 3%

Comparison Groups: BCD/EFHG/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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Hockey in Canada - 2012 Public Opinion Survey

AGE OF RESPONDENT	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Schl	High Schl	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
18 to 24...[x21.0]	100 10%	32 7%	68 13% B	100 52%	-	-	3 4%	40 16% GIJMN	27 7%	4 6%	12 12% N	14 11% N	30 10% GN	4 4%	26 21% IJLMN G	9 14% GN	58 8%	42 15% Q	15 13%	9 10%	18 11%	27 8%	46 12% V
25 to 29...[x27.0]	92 9%	31 6%	61 12% B	92 48%	-	-	4 5%	33 14% GJLM	34 9% J	2 3%	10 10%	9 7%	21 7%	13 13% J	20 16% GIJLM	8 13% J	56 8%	36 13% Q	17 15%	6 7%	9 6%	27 8% UV	46 12% UV
30 to 34...[x32.0]	88 9%	37 8%	51 10%	-	88 24%	-	3 4%	31 13% GJLMP	32 8% P	3 5%	11 11% P	8 6%	22 7%	14 14% GJP	20 16% IJLMP G	2 3%	52 8%	33 12% Q	11 9%	5 6%	10 6%	31 9%	38 10%
35 to 39...[x37.0]	86 9%	32 7%	54 10% B	-	86 23%	-	5 7%	16 7% O	34 9% O	4 6%	10 10% O	17 13% O	31 10% O	15 15% HO	2 2%	7 11% O	64 9%	18 7%	12 10%	5 6%	10 6%	36 10%	35 9%
40 to 44...[x42.0]	99 10%	47 10%	52 10%	-	99 27%	-	8 11%	13 5%	49 13% HO	6 9%	11 11%	12 9%	29 10% O	15 15% HO	5 4%	5 8%	75 11% R	19 7%	14 12%	5 6%	13 8%	32 9%	49 13% T
45 to 49...[x47.0]	93 9%	40 8%	53 10%	-	93 25%	-	11 15% HO	11 5%	38 10% HO	9 14% HO	9 9% O	15 11% HO	33 11% HO	16 16% HO	3 2%	11 17% HO	68 10% R	14 5%	16 14% R	10 11%	9 6%	45 13% UW	29 8%
50 to 54...[x52.5]	109 11%	49 10%	60 12%	-	-	109 25%	13 18% HO	16 7%	44 11% HO	7 11%	11 11%	18 14% HO	36 12% HO	10 10%	5 4%	9 14% O	85 12% RS	21 8%	7 6%	9 10%	28 17% W	40 11%	29 8%
55 to 59...[x57.5]	87 9%	58 12% C	29 6%	-	-	87 20%	6 8% O	11 5% O	45 12% HKO	9 14% HO	6 6% O	10 8% O	25 8% O	8 8% O	1 1% O	5 8% O	69 10% R	15 6%	9 8%	6 7%	15 9%	38 11%	26 7%
60 to 64...[x62.0]	86 9%	57 12% C	29 6%	-	-	86 19%	10 14% NOP	20 8% NO	34 9% NOP	8 12% NOP	6 6%	8 6% N	22 7% N	1 1%	4 3%	2 3%	63 9% S	20 7%	4 3%	7 8%	15 9%	38 11% W	23 6%
65 to 69...[x67.0]	90 9%	50 10%	40 8%	-	-	90 20%	7 10% IJMNP	35 14% I	22 6% J	3 5%	11 11%	12 9%	26 9%	5 5%	26 21% KLMNP GIJ	3 5%	49 7% QS	36 13% Q	7 6%	13 15%	13 8%	29 8%	35 9%
70 to 74...[x72.0]	44 4%	28 6% C	16 3%	-	-	44 10%	2 3%	15 6% KN	14 4% N	6 9% KN	1 1%	6 5%	13 4% KN	1 1%	11 9% KN	2 3%	28 4% R	15 6% R	3 3%	10 11% VW	15 9% VW	8 2%	11 3%
75 to 79...[x77.0]	17 2%	12 2%	5 1%	-	-	17 4%	1 1%	1 *% H	7 2%	3 5%	3 3%	2 2%	8 3% H	1 1%	1 1%	-	16 2% R	1 *% R	-	1 1%	5 3%	2 1%	9 2% V
80 years or older...[x82.0]	10 1%	9 2% C	1 *% C	-	-	10 2%	-	2 1%	5 1%	-	1 1%	2 2%	3 1%	-	1 1%	-	7 1% RS	2 1% RS	1 1% RS	3 3% VW	1 1% W	3 1% W	2 1% W
Mean	46.4	50.2 C	43.0	23.9	39.7 D	61.8 DE	49.9 HKNOP	44.1	46.9 HNOP	51.6 LMNOP HIK	44.6	46.6 N	47.0 HNOP	42.2	43.3	42.6	47.2 RS	44.0	41.5	51.0 VW	49.4 W	46.7 W	43.9

Comparison Groups: BC/DEF/GHIJKLMNOP/QRS/TUVW
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Hockey in Canada - 2012 Public Opinion Survey

(Continued)

AGE OF RESPONDENT

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
18 to 24...[x21.0]	100 10%	8 5%	1 2%	24 14% BC	10 8%	4 10%	3 6%	40 66% JKLMN G	-	8 16%	48 8%	26 6%	18 19% GKLN	4 6%	12 21% QRSTV	10 14%	10 7%	13 8%	30 8%	7 5%	11 11%	12 8%
25 to 29...[x27.0]	92 9%	17 10%	5 11%	25 14% E	9 7%	5 12%	5 9% I	8 13% I	1 *% I	8 16% I	67 12% I	45 11% I	15 16% I	7 10% I	9 16% I	9 12% I	9 6% I	18 11% I	34 9% I	15 12% I	9 9% I	10 7% I
30 to 34...[x32.0]	88 9%	22 13%	5 11%	19 11% E	18 14%	4 10%	7 13% J	3 5%	-	1 2%	71 12% HJN	60 15% HJMN	7 7%	4 6%	2 4%	3 4%	6 4%	14 9%	45 12% OPQ	14 11% OQ	15 14% OPQ	16 11% OQ
35 to 39...[x37.0]	86 9%	22 13%	5 11%	18 10% E	13 10%	3 8%	8 15% M	4 7%	-	3 6%	64 11% M	55 14% M	4 4%	5 7%	3 5%	5 7%	10 7%	8 5%	39 10% R	17 13% R	10 10%	12 8%
40 to 44...[x42.0]	99 10%	22 13%	9 20%	21 12% E	16 12%	4 10%	13 24% HM	1 2%	-	6 12% H	74 13% H	57 14% H	9 9% H	8 11% H	8 14% P	2 3%	17 12% P	9 6%	52 14% PR	15 12% P	13 12% P	24 16% PR
45 to 49...[x47.0]	93 9%	23 14%	5 11%	18 10% E	18 14%	5 12%	4 7%	3 5%	3 1%	8 16% I	69 12% HI	49 12% HI	10 11% I	10 14% I	7 12% I	4 6% I	15 10% I	15 10% I	34 9% I	11 9% I	9 9% I	14 10% I
50 to 54...[x52.5]	109 11%	20 12%	7 15%	28 16% E	21 16%	7 18%	8 15% HI	1 2%	5 2%	7 14% HI	83 15% HI	60 15% HI	10 11% HI	13 18% HI	4 7% I	6 8% I	18 12% I	21 13% I	38 10% I	12 9% I	11 11% I	15 10% I
55 to 59...[x57.5]	87 9%	10 6%	5 11%	4 2% D	13 10% D	7 18% D	2 4%	1 2%	32 14% GHKLM	5 10%	39 7% H	26 6% H	6 6% H	7 10% H	2 4% I	6 8% I	21 14% OR	10 6% O	40 11% O	10 8% O	10 10% O	20 14% OR
60 to 64...[x62.0]	86 9%	7 4%	2 4%	13 7% E	9 7%	1 2%	3 6%	-	47 21% JKLMN G	3 6%	32 6% L	22 5% L	7 7%	3 4%	5 9% U	4 6% U	11 8% U	16 10% U	28 7% UV	16 12% UV	4 4%	8 5% UV
65 to 69...[x67.0]	90 9%	9 6% E	1 2%	4 2% E	1 1%	-	-	-	72 32% KLMN	-	18 3% L	4 1% L	8 8% L	6 8% L	2 4% O	11 15% O	14 10% O	15 10% O	27 7% O	9 7% O	8 8% O	10 7% O
70 to 74...[x72.0]	44 4%	2 1%	1 2%	1 1% E	2 2% E	-	-	-	38 17% KLMN	-	6 1% L	1 *% L	1 1% L	4 6% L	1 2% O	8 11% OSTU	10 7% ST	11 7% ST	9 2% O	1 1% O	3 3% O	5 3% O
75 to 79...[x77.0]	17 2%	1 1%	-	-	-	-	1 2%	-	15 7% GKL	-	1 *% L	1 *% L	-	-	1 2% O	3 4% O	1 1% O	4 3% O	4 1% O	2 2% O	1 1% O	1 1% O
80 years or older...[x82.0]	10 1%	-	-	-	-	-	-	-	10 4% G	-	-	-	-	-	-	1 1% O	4 3% O	3 2% O	-	-	-	-
Mean	46.4	43.1 D	44.2	40.2	43.4 D	42.3	41.7 H	26.1 GH	66.0 JKLMN	40.7 H	42.1 H	41.5 H	41.2 H	47.2 HJKLM	40.2	49.2 OSU	50.2 OSTUV	48.4 OSU	44.8 O	45.0 O	43.5	45.5 O

GH

G

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

AGE OF RESPONDENT

	NHL FAN				HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Interested	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
18 to 24...[x21.0]	100 10%	11 5%	46 11% B	20 9%	13 5%	51 12% E	21 9%	15 15% E	43 9%	32 12%	25 11%	33 11%	25 8%	17 5%	53 14% N	17 13%	57 10%
25 to 29...[x27.0]	92 9%	14 7%	40 10%	25 11%	15 6%	40 10%	29 12% E	8 8%	45 9%	22 8%	25 11%	20 7%	24 8%	21 7%	44 12% N	13 10%	53 9%
30 to 34...[x32.0]	88 9%	26 12% D	39 9%	14 6%	28 12% G	39 9%	13 6%	8 8%	55 11% K	19 7%	14 6%	23 8%	28 9%	22 7%	39 10%	15 11%	41 7%
35 to 39...[x37.0]	86 9%	26 12% C	23 6%	19 9%	29 12% FH	23 5%	29 12% FH	5 5%	42 8%	25 9%	19 8%	22 7%	27 9%	25 8%	36 10%	11 8%	42 7%
40 to 44...[x42.0]	99 10%	27 13%	34 8%	24 11%	31 13%	34 8%	18 8%	16 16% G	52 10%	23 8%	24 11%	28 9%	23 8%	27 8%	36 10%	12 9%	57 10%
45 to 49...[x47.0]	93 9%	21 10%	42 10%	15 7%	24 10%	42 10%	19 8%	8 8%	47 9%	31 11%	15 7%	23 8%	32 11%	26 8%	39 10%	15 11%	53 9%
50 to 54...[x52.5]	109 11%	22 10%	48 12%	24 11%	27 11%	49 12%	25 11%	8 8%	58 12%	26 10%	25 11%	39 13%	38 13%	34 11%	39 10%	22 16%	61 10%
55 to 59...[x57.5]	87 9%	14 7%	36 9%	22 10%	15 6%	36 9%	23 10%	13 13%	34 7%	31 11% I	22 10%	28 9%	22 7%	36 11%	27 7%	7 5%	57 10%
60 to 64...[x62.0]	86 9%	16 8%	41 10%	18 8%	20 8%	41 10%	18 8%	7 7%	45 9%	23 8%	18 8%	23 8%	35 12%	39 12% O	19 5%	10 7%	53 9%
65 to 69...[x67.0]	90 9%	19 9%	39 9%	26 12%	19 8%	39 9%	20 9%	12 12%	47 9%	17 6%	26 11% J	38 12%	25 8%	43 13% O	25 7%	6 4%	67 11% P
70 to 74...[x72.0]	44 4%	11 5%	18 4%	6 3%	14 6% H	18 4% H	11 5% H	1 1%	26 5%	12 4%	6 3%	19 6%	12 4%	19 6%	13 3%	3 2%	30 5%
75 to 79...[x77.0]	17 2%	1 *%	7 2%	5 2%	2 1%	7 2%	8 3%	-	4 1%	8 3%	5 2%	5 2%	4 1%	6 2%	4 1%	1 1%	13 2%
80 years or older...[x82.0]	10 1%	4 2%	2 *%	3 1%	5 2%	2 *%	1 *%	2 2%	5 1%	2 1%	3 1%	5 2%	4 1%	6 2% O	1 *%	2 1%	7 1%
Mean	46.4	46.9	46.5	47.1	47.3	46.2	46.6	45.3	46.4	46.4	46.5	48.5	47.3	51.0 O	42.7	43.6	48.0

Comparison Groups: BCD/EFGH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

EDUCATION

	GENDER		AGE			REGION											LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Schl	High Schl	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
No formal schooling	1 *%	1 *%	-	-	-	1 *%	-	1 *%	-	-	-	-	-	-	-	-	-	1 *%	-	1 1%	-	-	-
Some Public/Grade school	5 *%	3 1%	2 *%	-	2 1%	3 1%	1 1%	3 1%	1 *%	-	-	-	-	-	-	-	2 *%	3 1%	-	5 6%	-	-	-
Completed Public/Grade school	31 3%	17 4%	14 3%	5 3%	13 4%	13 3%	5 7%	4 2%	6 2%	3 5%	6 6%	7 5%	16 5% HIO	-	2 2%	3 5%	28 4% RS	5 2%	1 1%	31 35%	-	-	-
Some Secondary school	52 5%	24 5%	28 5%	10 5%	10 3%	32 7% E	5 7%	24 10% KLMNP I	13 3%	3 5%	2 2%	5 4%	10 3%	2 2%	11 9% IKMNP	1 2%	27 4% S	26 10% QS	1 1%	52 58%	-	-	-
Completed Secondary school	161 16%	76 16%	85 16%	27 14%	42 11%	92 21% DE	18 25% IKNP	46 19% KN	53 14% N	13 20% N	10 10%	21 16% N	44 15% N	6 6%	21 17% N	7 11%	110 16% S	49 18% S	7 6%	-	161 100%	-	-
Some College/CEGEP	122 12%	71 15% C	51 10%	20 10%	39 11%	63 14%	4 5%	26 11%	51 13% G	6 9%	13 13%	22 17% G	41 14% G	10 10%	13 10%	10 16%	91 13%	29 11%	14 12%	-	-	122 34%	-
Completed College/CEGEP	234 23%	104 22%	130 25%	34 18%	105 29% DF	95 21%	15 21%	43 18%	102 26% HOP	15 23%	30 29% HOP	29 22%	74 25% HO	22 21%	20 16%	10 16%	174 25% R	50 18%	29 25%	-	-	234 66%	-
Some University/post graduate	121 12%	56 12%	65 13%	36 19% EF	38 10%	47 11%	8 11%	41 17% IL	38 10%	9 14%	13 13%	12 9%	34 11%	11 11%	26 21% ILMN	8 13%	73 11%	47 17% Q	12 10%	-	-	-	121 32%
Completed University/post graduate	257 26%	120 25%	137 26%	56 29% F	113 31% F	88 20%	13 18%	48 20%	119 31% GH	14 22%	26 25%	37 28%	77 26%	52 50% JKLMO GHI	29 23%	24 38% GHJO	177 26% R	53 19%	52 45% QR	-	-	-	257 68%
Other	12 1%	5 1%	7 1%	3 2%	4 1%	5 1%	2 3%	8 3% IM	1 *%	1 2%	-	-	1 *%	-	3 2%	-	5 1%	8 3% Q	-	-	-	-	-
DK/NA	5 *%	5 1%	-	1 1%	-	4 1%	2 3%	-	1 *%	-	2 2%	-	2 1%	-	-	-	3 *%	1 *%	-	-	-	-	-

Comparison Groups: BC/DEF/GHIJKLMN/OPQRS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

EDUCATION

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc1	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
No formal schooling	1 *%	-	-	-	-	-	-	-	1 *%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
Some Public/Grade school	5 *%	-	-	-	-	-	2 4%	-	2 1%	-	-	-	-	-	-	1 1%	2 1%	-	1 *%	1 1%	-	-
Completed Public/Grade school	31 3%	-	1 2%	6 3%	4 3%	4 10%	2 4%	2 3%	9 4%	2 4%	15 3%	8 2%	4 4%	3 4%	3 5%	4 6%	9 6% ST	5 3%	5 1%	1 1%	-	4 3%
Some Secondary school	52 5%	-	-	8 5%	5 4%	4 10%	3 6%	3 5%	21 9% KLM	4 8%	18 3%	13 3%	2 2%	3 4%	9 16% RSTUV	7 10% STV	12 8% STV	8 5%	8 2%	2 2%	4 4%	2 1%
Completed Secondary school	161 16%	3 2%	5 11%	32 18% B	18 14% B	17 42% BCDE	15 28% HKLN	2 3%	42 19% H	13 27% HLN	80 14% H	54 13% H	18 19% H	8 11%	11 20% V	15 21% SV	42 29% RSTUV	28 18% SV	38 10%	16 12%	13 12%	9 6%
Some College/CEGEP	122 12%	7 4%	7 15% B	26 15% B	19 15% B	3 8%	10 19%	10 16%	26 12%	8 16%	63 11%	43 11%	9 9%	11 15%	6 11%	7 10%	15 10%	25 16%	47 12%	16 12%	13 12%	18 12%
Completed College/CEGEP	234 23%	39 24% F	10 22% F	46 26% F	51 39% BCDF	4 10%	9 17%	7 11%	46 21%	7 14%	156 27% GHIJ	112 28% GHIJ	29 31% GHJ	15 21%	9 16%	18 25%	31 21%	37 24%	91 24% V	41 32% OQV	26 25%	24 16%
Some University/post graduate	121 12%	15 9%	6 13%	22 13%	11 8%	4 10%	4 7%	20 33% JKLMN GI	29 13%	6 12%	59 10%	35 9%	14 15%	10 14%	7 12%	8 11%	15 10%	25 16% T	44 12%	10 8%	13 12%	21 14%
Completed University/post graduate	257 26%	99 61% CDEF	17 37% DEF	33 19% F	17 13%	2 5%	9 17%	17 28%	44 20%	7 14%	172 30% GIJM	134 33% GIJM	18 19%	20 28%	9 16%	11 15%	17 12%	27 17%	143 38% OPQR	41 32% OPQR	33 32% OPQR	69 47% PQRTO
Other	12 1%	-	-	2 1%	5 4%	1 2%	-	-	2 1%	2 4%	8 1%	6 1%	1 1%	1 1%	1 2%	1 1%	2 1%	2 1%	3 1%	1 1%	2 2%	-
DK/NA	5 *%	-	-	-	-	1 2%	-	-	1 *%	-	1 *%	1 *%	-	-	-	-	1 1%	-	-	-	-	-

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTU
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

EDUCATION

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Interested	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
No formal schooling	1 *%	-	-	1 *%	-	-	-	1 1%	-	-	1 *%	-	-	-	1 *%	-	1 *%
Some Public/Grade school	5 *%	1 *%	1 *%	3 1%	1 *%	1 *%	1 *%	2 2%	1 *%	1 *%	3 1%	2 1%	1 *%	2 1%	3 1%	-	3 1%
Completed Public/Grade school	31 3%	9 4%	13 3%	7 3%	9 4%	13 3%	4 2%	5 5%	18 4%	6 2%	7 3%	9 3%	9 3%	7 2%	20 5% N	10 7% Q	13 2%
Some Secondary school	52 5%	15 7%	21 5%	10 5%	15 6%	22 5%	9 4%	6 6%	33 7% J	8 3%	11 5%	17 6%	15 5%	15 5%	19 5%	9 7%	28 5%
Completed Secondary school	161 16%	24 11%	77 19% B	38 17%	30 12%	78 19% E	34 14%	19 18%	89 18% J	33 12%	39 17%	52 17%	52 17%	53 17%	64 17%	17 13%	96 16%
Some College/CEGEP	122 12%	37 17% D	48 12%	21 10%	41 17% H	49 12% H	28 12% H	4 4%	73 15%	27 10%	22 10%	43 14%	47 16%	30 9%	55 15% N	27 20% Q	57 10%
Completed College/CEGEP	234 23%	58 27%	93 22%	49 22%	65 27% H	93 22%	58 25%	18 17%	120 24%	65 24%	49 22%	60 20%	82 27% L	67 21%	91 24%	36 27%	142 24%
Some University/post graduate	121 12%	14 7%	50 12% B	30 14% B	17 7%	53 13% E	35 15% E	16 16% E	48 10%	40 15% I	33 15%	38 12%	24 8%	38 12%	50 13%	10 7%	76 13% P
Completed University/post graduate	257 26%	50 24%	105 25%	57 26%	60 25%	105 25%	63 27%	29 28%	112 22%	88 32% I	57 25%	80 26%	63 21%	103 32% O	67 18%	24 18%	165 28% P
Other	12 1%	4 2%	6 1%	2 1%	4 2%	6 1%	2 1%	-	9 2% J	1 *%	2 1%	3 1%	6 2%	3 1%	4 1%	1 1%	6 1%
DK/NA	5 *%	-	1 *%	3 1%	-	1 *%	1 *%	3 3%	-	2 1%	3 1%	2 1%	-	3 1%	1 *%	-	4 1%

Comparison Groups: BCD/EFGH/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

GENDER

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Sch1	High Sch1	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
Male	482 48%	482 100%	-	63 33%	156 43% D	263 59% DE	35 48%	118 48%	185 48%	31 48%	49 48%	64 48%	144 48%	46 45%	59 47%	30 48%	333 48%	126 46%	49 42%	45 51%	76 47%	175 49%	176 47%
Female	519 52%	-	519 100%	129 67% EF	210 57% F	180 41%	38 52%	126 52%	200 52%	33 52%	53 52%	69 52%	155 52%	57 55%	66 53%	33 52%	357 52%	146 54%	67 58%	44 49%	85 53%	181 51%	202 53%

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/Exec.	Sup/Mgr	Sales Serv/Clerk	Tech/Skill Labor	Man. Labor	Home-maker	Student	Retired	Unemployed	TOTAL Employed	Emp. Full-time	Emp. Part-time	Self Employed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
Male	482 48%	69 42%	23 50% D	59 34%	92 71% BCD	24 60% BD	5 9%	26 43% GM	141 63% HJKLM	21 43% GM	273 48% GM	210 52% GM	24 25% G	39 55% GM	21 38%	29 40%	83 57% OP	80 51%	207 54% OP	71 55% OP	51 49%	85 58% OP
Female	519 52%	94 58% EF	23 50% E	116 66% CEF	38 29%	16 40%	49 91% JKLMN HI	35 57% I	82 37%	28 57% I	299 52% I	196 48% I	71 75% IJKLN H	32 45%	35 62% QSTV	43 60% QSTV	63 43%	77 49%	173 46%	58 45%	53 51%	62 42%

	NHL FAN				HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING	
	TOTAL	Enthusiast	Casual	Not	Love Hockey	watch occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olym pics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Dis agree	Stron. Agree	Dis agree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
Male	482 48%	144 68% CD	196 47% D	84 38%	161 67% FGH	197 47% H	92 39%	32 31%	276 55% JK	121 45%	85 37%	147 48%	185 62% L	136 42%	195 52% N	95 71% Q	232 39%
Female	519 52%	68 32%	219 53% B	137 62% BC	81 33%	224 53% E	143 61% E	71 69% EF	227 45%	150 55% I	142 63% I	159 52% M	114 38%	185 58% O	180 48%	39 29%	359 61% P

Hockey in Canada - 2012 Public Opinion Survey

FAMILY INCOME

	GENDER		AGE			REGION											LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Schl	High Schl	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
NET: Under \$40,000 -----	274 27%	133 28%	141 27%	59 31%	82 22%	133 30%	22 30%	92 38%	85 22%	13 20%	29 28%	33 25%	75 25%	15 15%	49 39%	15 24%	173 25%	102 38%	20 17%	48 54%	68 42%	86 24%	67 18%
				E	E	E	N	JLMNP	I	N	N	N	N	JLMNP	I	S	S	QS	VW	VW	W	W	
NET: Over \$40,000 and Under \$70,000 -----	217 22%	116 24%	101 19%	40 21%	70 19%	107 24%	16 22%	52 21%	81 21%	19 30%	18 18%	31 23%	68 23%	17 17%	33 26%	17 27%	148 21%	57 21%	30 26%	14 16%	38 24%	94 26%	69 18%
																						TW	
NET: \$70,000 and over -----	320 32%	171 35%	149 29%	55 29%	146 40%	119 27%	20 27%	56 23%	138 36%	22 34%	38 37%	46 35%	106 35%	51 50%	19 15%	24 38%	239 35%	65 24%	41 35%	13 15%	28 17%	106 30%	170 45%
					DF		O	HO	HO	O	HO	HO	HO	IJLMO GH		HO	R	R	R			TU	TUV
Refused	168 17%	58 12%	110 21%	27 14%	60 16%	81 18%	15 21%	37 15%	70 18%	10 16%	15 15%	21 16%	46 15%	16 16%	18 14%	6 10%	116 17%	40 15%	20 17%	13 15%	23 14%	57 16%	68 18%
									P														
DK/NA	22 2%	4 1%	18 3%	11 6%	8 2%	3 1%	-	7 3%	11 3%	-	2 2%	2 2%	4 1%	4 4%	6 5%	1 2%	14 2%	8 3%	5 4%	1 1%	4 2%	13 4%	4 1%
				F																		W	
Mean (x1000)	64.6	67.5 C	61.6	59.8	70.7 DF	61.7	61.0 O	51.9	70.0 HO	67.9 HO	73.8 HO	66.4 HO	69.2 HO	84.3 JLMOP GHI	45.9	66.4 HO	68.7 R	52.5	67.9 R	42.3	49.1	64.4 TU	77.7 TUV

Comparison Groups: BC/DEF/GHIJKLMNOP/QRS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

FAMILY INCOME

	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME								
	TOTAL	Prof/ Exec.	Sup/ Mgr	Sales Serv/ Clrc1	Tech/ Skill Labor	Man. Labor	Home-maker	Stu- dent	Re- tired	Unemp- loyed	TOTAL Emp- loyed	Emp. Full- time	Emp. Part- time	Self- Emp- loyed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147	
NET: Under \$40,000 -----	274 27%	13 8%	4 9%	48 27% BC	26 20% BC	16 40% BCE	18 33% KL	22 36% KL	82 37% KLN	26 53% IKLMN G	110 19%	62 15%	33 35% KLN	15 21%	56 100%	72 100%	146 100%	-	-	-	-	-	
NET: Over \$40,000 and Under \$70,000 -----	217 22%	31 19%	14 30%	38 22%	37 28%	9 22%	14 26% H	6 10%	51 23% H	8 16%	133 23% H	99 24% HM	15 16%	19 27% H	-	-	-	157 100% ST	60 16%	60 47% S	-	-	
NET: \$70,000 and Over -----	320 32%	96 59% DEF	25 54% DF	53 30%	50 38%	10 25%	8 15%	15 25%	45 20%	8 16%	237 41% GHIJM	184 45% GHIJM	27 28% G	26 37% GIJ	-	-	-	-	320 84% T	69 53%	104 100% ST	147 100% ST	
Refused	168 17%	23 14%	3 7%	28 16% C	16 12%	5 12%	12 22%	11 18%	45 20%	7 14%	82 14%	57 14%	14 15%	11 15%	-	-	-	-	-	-	-	-	-
DK/NA	22 2%	-	-	8 5% E	1 1%	-	2 4%	7 11% KL	-	-	10 2%	4 1%	6 6% L	-	-	-	-	-	-	-	-	-	-
Mean (x1000)	64.6	90.7 DEF	85.3 DF	61.1	74.4 D	58.0	46.6	51.5	52.4	45.8	74.8 GHIJM	78.8 GHIJM	61.0	69.1 GHIJ	10.9	19.9 O	32.2 OP	48.9 OPQ	100.0 PQRTU	70.3 OPQR	90.1 OPQRT	133.1 QRSTU	

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTU
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

FAMILY INCOME

	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	TOTAL	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Intere.	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
NET: Under \$40,000 -----	274 27%	56 26%	104 25%	78 35%	62 26%	107 25%	65 28%	40 39%	124 25%	69 25%	81 36%	93 30%	63 21%	100 31%	107 29%	38 28%	174 29%
NET: Over \$40,000 and Under \$70,000 -----	217 22%	57 27%	87 21%	36 16%	65 27%	87 21%	51 22%	14 14%	117 23%	64 24%	36 16%	55 18%	75 25%	55 17%	83 22%	34 25%	118 20%
NET: \$70,000 and over -----	320 32%	77 36%	138 33%	60 27%	92 38%	140 33%	58 25%	30 29%	175 35%	83 31%	62 27%	94 31%	120 40%	101 31%	117 31%	48 36%	162 27%
Refused	168 17%	19 9%	78 19%	41 19%	20 8%	79 19%	53 23%	16 16%	74 15%	52 19%	42 19%	55 18%	36 12%	64 20%	55 15%	12 9%	123 21%
DK/NA	22 2%	3 1%	8 2%	6 3%	3 1%	8 2%	8 3%	3 3%	13 3%	3 1%	6 3%	9 3%	5 2%	1 **	13 3%	2 1%	14 2%
Mean (x1000)	64.6	67.2 D	67.8 D	56.6	67.9 G	67.5 G	58.4	57.7	68.3 K	64.5 K	56.3	63.6	71.0 L	65.2	63.3	70.4 Q	60.9

Comparison Groups: BCD/EFHG/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

REGION	GENDER		AGE			REGION											LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Schl	High Schl	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
Newfoundland	17 2%	8 2%	9 2%	2 1%	7 2%	8 2%	17 23%	-	-	-	-	-	-	-	-	-	17 2%	-	-	5 6% UW	1 1%	6 2%	2 1%
PEI	4 *%	2 *%	2 *%	-	-	4 1%	4 5%	-	-	-	-	-	-	-	-	-	4 1%	-	-	1 1%	2 1%	1 *%	-
Nova Scotia	29 3%	14 3%	15 3%	2 1%	13 4% D	14 3%	29 40%	-	-	-	-	-	-	-	-	-	27 4% RS	2 1%	1 1%	3 3%	8 5%	8 2%	9 2%
New Brunswick	23 2%	11 2%	12 2%	3 2%	7 2%	13 3%	23 32%	-	-	-	-	-	-	-	-	-	20 3% R	3 1%	-	2 2%	7 4%	4 1%	10 3%
Québec	244 24%	118 24%	126 24%	73 38% EF	71 19%	100 23%	-	244 100%	-	-	-	-	-	-	125 100%	-	14 2%	237 87% QS	7 6%	32 36% VW	46 29% V	69 19%	89 24%
Ontario	385 38%	185 38%	200 39%	61 32%	153 42% D	171 39%	-	-	385 100%	-	-	-	-	103 100%	-	-	335 49% R	18 7%	68 59% QR	20 22%	53 33%	153 43% TU	157 42% T
Manitoba	35 3%	17 4%	18 3%	3 2%	11 3%	21 5% D	-	-	-	35 55% M	-	-	35 12%	-	-	-	34 5% R	1 *%	5 4% R	3 3%	5 3%	14 4%	13 3%
Saskatchewan	29 3%	14 3%	15 3%	3 2%	11 3%	15 3%	-	-	-	29 45% M	-	-	29 10%	-	-	-	28 4% RS	1 *%	1 1%	3 3%	8 5%	7 2%	10 3%
Alberta	102 10%	49 10%	53 10%	22 11%	41 11%	39 9%	-	-	-	102 100% M	-	-	102 34%	-	-	-	94 14% R	6 2%	11 9% R	8 9%	10 6%	43 12% U	39 10%
British Columbia	133 13%	64 13%	69 13%	23 12%	52 14%	58 13%	-	-	-	-	-	133 100% M	133 44%	-	-	63 100% M	117 17% R	4 1%	23 20% R	12 13%	21 13%	51 14%	49 13%

Comparison Groups: BC/DEF/GHIJKLMNQP/RS/TUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

REGION

REGION	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/Exec.	Sup/Mgr	Sales Serv/Circ	Tech/Skill Labor	Man. Labor	Home-maker	Student	Retired	Unemployed	TOTAL Employed	Emp. Full-time	Emp. Part-time	Self Employed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
Newfoundland	17 2%	2 1%	-	1 1%	4 3%	-	3 6%	-	3 1%	1 2%	7 1%	7 2%	-	-	1 2%	-	2 1%	4 3%	5 1%	2 2%	2 2%	1 1%
PEI	4 *%	1 1%	-	-	-	-	-	-	2 1%	-	2 *%	-	-	2 3%	-	-	-	-	1 *%	-	1 1%	-
Nova Scotia	29 3%	2 1%	4 9%	7 4%	3 2%	2 5%	3 6%	-	7 3%	-	18 3%	15 4%	2 2%	1 1%	3 5%	2 3%	4 3%	6 4%	11 3%	4 3%	2 2%	5 3%
New Brunswick	23 2%	1 1%	1 2%	6 3%	2 2%	1 2%	1 2%	1 2%	6 3%	3 6%	11 2%	10 2%	-	1 1%	1 2%	1 1%	8 5%	2 R	7 2%	3 2%	-	4 3%
Québec	244 24%	29 18%	4 9%	37 21% C	29 22% C	14 35% BC	9 17%	28 46% JKLMN	71 32% GKLMN	11 22%	117 20%	86 21%	20 21%	11 15%	22 39% STV	30 42% RSTUV	40 27% STV	41 26% SV	67 18%	22 17%	26 25% V	19 13%
Ontario	385 38%	80 49% E	16 35%	69 39%	43 33%	14 35%	21 39%	16 26%	78 35%	21 43%	231 40% H	170 42% H	34 36%	27 38%	18 32%	20 28%	47 32%	56 36%	163 43% PQ	56 43% P	42 40%	65 44% PQ
Manitoba	35 3%	5 3%	3 7%	8 5%	5 4%	-	-	2 3%	9 4%	2 4%	21 4%	13 3%	6 6%	2 3%	-	-	7 5%	8 5%	16 4%	7 5%	4 4%	5 3%
Saskatchewan	29 3%	7 4%	3 7%	6 3%	2 2%	2 5%	-	2 3%	7 3%	-	20 3%	17 4%	2 2%	1 1%	-	-	6 4%	9 6%	8 2%	2 2%	3 3%	3 2%
Alberta	102 10%	15 9% F	3 7%	22 13% F	21 16% CF	1 2%	9 17%	4 7%	14 6%	5 10%	63 11% I	41 10%	14 15% I	8 11%	3 5%	10 14%	16 11%	10 6%	46 12% R	12 9%	13 12%	21 14% OR
British Columbia	133 13%	21 13%	12 26% D	19 11%	21 16%	6 15%	8 15%	8 13%	26 12%	6 12%	82 14%	47 12%	17 18%	18 25% IKL	8 14%	9 12%	16 11%	21 13%	56 15%	21 16%	11 11%	24 16%

Comparison Groups: BCDEF/GHIJKLMN/OPQRSTUV
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

REGION	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Interested	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
Newfoundland	17 2%	1 *%	6 1%	6 3%	3 1%	6 1%	4 2%	4 4%	5 1%	6 2%	6 3%	1 *%	6 2%	3 1%	7 2%	1 1%	11 2%
PEI	4 *%	2 1%	2 *%	-	2 1%	2 *%	-	-	4 1%	-	-	2 1%	2 1%	2 1%	1 *%	1 1%	3 1%
Nova Scotia	29 3%	6 3%	14 3%	5 2%	8 3%	14 3%	5 2%	2 2%	13 3%	11 4%	5 2%	7 2%	11 4%	9 3%	9 2%	3 2%	18 3%
New Brunswick	23 2%	5 2%	12 3%	3 1%	7 3%	12 3% G	2 1%	2 2%	12 2%	8 3%	3 1%	5 2%	9 3%	6 2%	10 3%	5 4%	11 2%
Québec	244 24%	43 20%	96 23%	67 30% B	45 19%	100 24%	64 27% E	35 34% EF	144 29% J	29 11%	71 31% J	80 26%	76 25%	93 29% O	75 20%	15 11%	170 29% P
Ontario	385 38%	78 37%	161 39%	78 35%	93 38%	162 38%	97 41%	33 32%	168 33%	138 51% IK	79 35%	123 40%	109 36%	113 35%	141 38%	58 43%	215 36%
Manitoba	35 3%	8 4%	14 3%	7 3%	10 4%	14 3%	7 3%	4 4%	18 4%	10 4%	7 3%	13 4%	11 4%	15 5%	12 3%	9 7%	16 3%
Saskatchewan	29 3%	4 2%	16 4%	5 2%	5 2%	16 4%	6 3%	2 2%	15 3%	9 3%	5 2%	5 2%	11 4%	7 2%	11 3%	4 3%	16 3%
Alberta	102 10%	24 11%	43 10%	23 10%	25 10%	44 10%	22 9%	11 11%	50 10%	28 10%	24 11%	30 10%	31 10%	39 12%	46 12%	20 15%	58 10%
British Columbia	133 13%	41 19% CD	51 12%	27 12%	44 18% FH	51 12%	28 12%	10 10%	74 15%	32 12%	27 12%	40 13%	33 11%	34 11%	63 17% N	18 13%	73 12%

Comparison Groups: BCD/EFHG/IJK/LM/NO/PQ
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Hockey in Canada - 2012 Public Opinion Survey

SAMPLE AREA

	GENDER			AGE			REGION										LANGUAGE			EDUCATION			
	TOTAL	M	F	18-29	30-49	50 +	ATL	QC	ON	MB/SK	AB	BC	WEST	TOR CMA	MTL CMA	VAN CMA	Eng.	Fre.	Other	Publ. Schl	High Schl	Coll/CEGEP	Univ.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	1001	482	519	192	366	443	73	244	385	64	102	133	299	103	125	63	690	272	116	89	161	356	378
Newfoundland	17 2%	8 2%	9 2%	2 1%	7 2%	8 2%	17 23%	-	-	-	-	-	-	-	-	-	17 2%	-	-	5 6% UW	1 1%	6 2%	2 1%
PEI	4 *%	2 *%	2 *%	-	-	4 1%	4 5%	-	-	-	-	-	-	-	-	-	4 1%	-	-	1 1%	2 1%	1 *%	-
Nova Scotia	29 3%	14 3%	15 3%	2 1%	13 4% D	14 3%	29 40%	-	-	-	-	-	-	-	-	-	27 4% RS	2 1%	1 1%	3 3%	8 5%	8 2%	9 2%
New Brunswick	23 2%	11 2%	12 2%	3 2%	7 2%	13 3%	23 32%	-	-	-	-	-	-	-	-	-	20 3% R	3 1%	-	2 2%	7 4%	4 1%	10 3%
Québec	244 24%	118 24%	126 24%	73 38% EF	71 19%	100 23%	-	244 100%	-	-	-	-	-	-	125 100%	-	14 2%	237 87% QS	7 6%	32 36% VW	46 29% V	69 19%	89 24%
Montreal CMA	125 12%	59 12%	66 13%	46 24% EF	30 8%	49 11%	-	125 51%	-	-	-	-	-	-	125 100% H	-	9 1%	120 44% QS	6 5%	13 15%	21 13%	33 9%	55 15% V
Rest of Quebec	119 12%	59 12%	60 12%	27 14%	41 11%	51 12%	-	119 49%	-	-	-	-	-	-	-	-	5 1%	117 43% QS	1 1%	19 21% VW	25 16% W	36 10%	34 9%
Ontario	385 38%	185 38%	200 39%	61 32%	153 42% D	171 39%	-	-	385 100%	-	-	-	-	103 100%	-	-	335 49% R	18 7%	68 59% QR	20 22%	53 33%	153 43% TU	157 42% T
Toronto CMA	103 10%	46 10%	57 11%	17 9%	60 16% DF	26 6%	-	-	103 27%	-	-	-	-	103 100% I	-	-	77 11% R	3 1%	36 31% QR	2 2%	6 4%	32 9% TU	63 17% TUV
Rest of Ontario	282 28%	139 29%	143 28%	44 23%	93 25%	145 33% DE	-	-	282 73%	-	-	-	-	-	-	-	258 37% RS	15 6%	32 28% R	18 20%	47 29%	121 34% TW	94 25%
Manitoba	35 3%	17 4%	18 3%	3 2%	11 3%	21 5% D	-	-	-	35 55% M	-	-	35 12%	-	-	-	34 5% R	1 *%	5 4% R	3 3%	5 3%	14 4%	13 3%
Saskatchewan	29 3%	14 3%	15 3%	3 2%	11 3%	15 3%	-	-	-	29 45% M	-	-	29 10%	-	-	-	28 4% RS	1 *%	1 1%	3 3%	8 5%	7 2%	10 3%
Alberta	102 10%	49 10%	53 10%	22 11%	41 11%	39 9%	-	-	-	-	102 100% M	-	102 34%	-	-	-	94 14% R	6 2%	11 9% R	8 9%	10 6%	43 12% U	39 10%
British Columbia	133 13%	64 13%	69 13%	23 12%	52 14%	58 13%	-	-	-	-	-	133 100% M	133 44%	-	-	63 100% M	117 17% R	4 1%	23 20% R	12 13%	21 13%	51 14%	49 13%
Vancouver CMA	63 6%	30 6%	33 6%	17 9%	25 7%	21 5%	-	-	-	-	-	63 47% M	63 21%	-	-	63 100% LM	49 7% R	3 1%	18 16% QR	4 4%	7 4%	20 6%	32 8%
Rest of BC	70 7%	34 7%	36 7%	6 3%	27 7% D	37 8% D	-	-	-	-	-	70 53% M	70 23%	-	-	-	68 10% RS	1 *%	5 4% R	8 9%	14 9%	31 9% W	17 4%

Hockey in Canada - 2012 Public Opinion Survey

SAMPLE AREA

SAMPLE AREA	JOB DESCRIPTION						EMPLOYMENT STATUS								FAMILY INCOME							
	TOTAL	Prof/Exec.	Sup/Mgr	Sales Serv/Circ	Tech/Skill Labor	Man. Labor	Home-maker	Student	Retired	Unemployed	TOTAL Employed	Emp. Full-time	Emp. Part-time	Self Employed	Under \$15k	\$15k Under \$25k	\$25k Under \$40k	\$40k Under \$60k	NET Over \$60k	\$60k Under \$80k	\$80k Under \$100k	NET Over \$100k
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1001	163	46	175	130	40	54	61	223	49	572	406	95	71	56	72	146	157	380	129	104	147
Newfoundland	17 2%	2 1%	-	1 1%	4 3%	-	3 6%	-	3 1%	1 2%	7 1%	7 2%	-	-	1 2%	-	2 1%	4 3%	5 1%	2 2%	2 2%	1 1%
PEI	4 *%	1 1%	-	-	-	-	-	-	2 1%	-	2 *%	-	-	2 3%	-	-	-	-	1 *%	-	1 1%	-
Nova Scotia	29 3%	2 1%	4 9%	7 4%	3 2%	2 5%	3 6%	-	7 3%	-	18 3%	15 4%	2 2%	1 1%	3 5%	2 3%	4 3%	6 4%	11 3%	4 3%	2 2%	5 3%
New Brunswick	23 2%	1 1%	1 2%	6 3%	2 2%	1 2%	1 2%	1 2%	6 3%	3 6%	11 2%	10 2%	-	1 1%	1 2%	1 1%	8 5%	2 R	7 2%	3 2%	-	4 3%
Québec	244 24%	29 18%	4 9%	37 21% C	29 22% C	14 35% BC	9 17%	28 46% JKLMN	71 32% GKLMN	11 22%	117 20%	86 21%	20 21%	11 15%	22 39% STV	30 42% RSTUV	40 27% STV	41 26% SV	67 18%	22 17%	26 25% V	19 13%
Montreal CMA	125 12%	12 7%	3 7%	19 11%	11 8%	8 20%	5 9%	17 28% JKLMN	37 17% KL	5 10%	57 10%	41 10%	9 9%	7 10%	14 25% STUV	16 22% STV	19 13% STV	31 20% STV	21 6%	3 2%	12 12% TV	6 4%
Rest of Quebec	119 12%	17 10% C	1 2%	18 10% C	18 14% C	6 15% C	4 7%	11 18% N	34 15% N	6 12%	60 10%	45 11%	11 12%	4 6%	8 14%	14 19% RV	21 14% R	10 6%	46 12% R	19 15% R	14 13%	13 9%
Ontario	385 38%	80 49% E	16 35%	69 39% C	43 33% C	14 35% C	21 39%	16 26%	78 35%	21 43%	231 40% H	170 42% H	34 36%	27 38%	18 32%	20 28%	47 32%	56 36%	163 43% PQ	56 43% P	42 40%	65 44% PQ
Toronto CMA	103 10%	27 17%	8 17%	22 13%	12 9%	3 8%	5 9%	4 7%	11 5%	4 8%	76 13% IMN	66 16% HIMN	6 6%	4 6%	3 5%	4 6%	8 5%	12 8%	56 15% OPQR	14 11%	14 13% Q	28 19% OPQR
Rest of Ontario	282 28%	53 33% C	8 17%	47 27%	31 24%	11 28%	16 30%	12 20%	67 30%	17 35%	155 27%	104 26%	28 29%	23 32%	15 27%	16 22%	39 27%	44 28%	107 28%	42 33%	28 27%	37 25%
Manitoba	35 3%	5 3%	3 7%	8 5%	5 4%	-	-	2 3%	9 4%	2 4%	21 4%	13 3%	6 6%	2 3%	-	-	7 5%	8 5%	16 4%	7 5%	4 4%	5 3%
Saskatchewan	29 3%	7 4%	3 7%	6 3%	2 2%	2 5%	-	2 3%	7 3%	-	20 3%	17 4%	2 2%	1 1%	-	-	6 4%	9 6%	8 2%	2 2%	3 3%	3 2%
Alberta	102 10%	15 9% F	3 7%	22 13% F	21 16% CF	1 2%	9 17%	4 7%	14 6%	5 10%	63 11% I	41 10% I	14 15% I	8 11%	3 5%	10 14%	16 11%	10 6%	46 12% R	12 9%	13 12%	21 14% OR
British Columbia	133 13%	21 13%	12 26% D	19 11% D	21 16% D	6 15%	8 15%	8 13%	26 12% D	6 12%	82 14% D	47 12% D	17 18% D	18 25% IKL	8 14%	9 12%	16 11%	21 13%	56 15%	21 16%	11 11%	24 16%
Vancouver CMA	63 6%	11 7%	9 20% BDE	9 5%	8 6%	3 8%	5 9%	5 8%	7 3%	4 8%	40 7% I	26 6% I	6 6%	8 11% I	4 7%	6 8%	5 3%	10 6%	31 8% Q	12 9% Q	6 6%	13 9%
Rest of BC	70 7%	10 6%	3 7%	10 6%	13 10%	3 8%	3 6%	3 5%	19 9%	2 4%	42 7% JL	21 5% JL	11 12%	10 14% JL	4 7%	3 4%	11 8%	11 7%	25 7%	9 7%	5 5%	11 7%

Hockey in Canada - 2012 Public Opinion Survey

SAMPLE AREA

SAMPLE AREA	NHL FAN			HOCKEY INTEREST				ENJOY WATCHING			PLAYOFF FOCUS		UNCOMFORTABLE WITH VIOLENCE		BIG HITS ARE EXCITING		
	Enthusiast	Casual	Not	Love Hockey	Watch Occasionally	Not That Interested	Dislike Hockey	NHL Play offs	Olympics	Neither	Fight/Injur.	Compe/Excit.	Stron. Agree	Disagree	Stron. Agree	Disagree	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
TOTAL	1001	212	415	221	242	421	235	103	503	271	227	306	299	321	375	134	591
Newfoundland	17 2%	1 *	6 1%	6 3%	3 1%	6 1%	4 2%	4 4%	5 1%	6 2%	6 3%	1 *	6 2%	3 1%	7 2%	1 1%	11 2%
PEI	4 *	2 1%	2 *	-	2 1%	2 *	-	-	4 1%	-	-	2 1%	2 1%	2 1%	1 *	1 1%	3 1%
Nova Scotia	29 3%	6 3%	14 3%	5 2%	8 3%	14 3%	5 2%	2 2%	13 3%	11 4%	5 2%	7 2%	11 4%	9 3%	9 2%	3 2%	18 3%
New Brunswick	23 2%	5 2%	12 3%	3 1%	7 3%	12 3%	2 1%	2 2%	12 2%	8 3%	3 1%	5 2%	9 3%	6 2%	10 3%	5 4%	11 2%
Québec	244 24%	43 20%	96 23%	67 30% B	45 19%	100 24%	64 27% E	35 34% EF	144 29% J	29 11%	71 31% J	80 26%	76 25%	93 29% O	75 20%	15 11%	170 29% P
Montreal CMA	125 12%	18 8%	52 13%	35 16% B	19 8%	54 13% E	35 15% E	17 17% E	72 14% J	16 6%	37 16% J	45 15% M	28 9%	49 15%	40 11%	8 6%	89 15% P
Rest of Quebec	119 12%	25 12%	44 11%	32 14%	26 11%	46 11%	29 12%	18 17%	72 14% J	13 5%	34 15% J	35 11%	48 16%	44 14%	35 9%	7 5%	81 14% P
Ontario	385 38%	78 37%	161 39%	78 35%	93 38%	162 38%	97 41%	33 32%	168 33%	138 51% IK	79 35%	123 40%	109 36%	113 35%	141 38%	58 43%	215 36%
Toronto CMA	103 10%	25 12%	40 10%	20 9%	25 10%	40 10%	32 14% H	6 6%	46 9%	37 14%	20 9%	35 11%	32 11%	28 9%	32 9%	13 10%	60 10%
Rest of Ontario	282 28%	53 25%	121 29%	58 26%	68 28%	122 29%	65 28%	27 26%	122 24%	101 37% IK	59 26%	88 29%	77 26%	85 26%	109 29%	45 34%	155 26%
Manitoba	35 3%	8 4%	14 3%	7 3%	10 4%	14 3%	7 3%	4 4%	18 4%	10 4%	7 3%	13 4%	11 4%	15 5%	12 3%	9 7%	16 3%
Saskatchewan	29 3%	4 2%	16 4%	5 2%	5 2%	16 4%	6 3%	2 2%	15 3%	9 3%	5 2%	5 2%	11 4%	7 2%	11 3%	4 3%	16 3%
Alberta	102 10%	24 11%	43 10%	23 10%	25 10%	44 10%	22 9%	11 11%	50 10%	28 10%	24 11%	30 10%	31 10%	39 12%	46 12%	20 15%	58 10%
British Columbia	133 13%	41 19% CD	51 12%	27 12%	44 18% FH	51 12%	28 12%	10 10%	74 15%	32 12%	27 12%	40 13%	33 11%	34 11%	63 17% N	18 13%	73 12%
Vancouver CMA	63 6%	18 8%	26 6%	14 6%	19 8%	26 6%	11 5%	7 7%	34 7%	15 6%	14 6%	16 5%	17 6%	13 4%	30 8% N	8 6%	34 6%
Rest of BC	70 7%	23 11%	25 6%	13 6%	25 10%	25 6%	17 7%	3 3%	40 8%	17 6%	13 6%	24 8%	16 5%	21 7%	33 9%	10 7%	39 7%