

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Half London are hockey fans, most of them Knights fans**

#### **Corey Perry favourite London Knights alum now playing**

TORONTO OCTOBER 7<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 782 adults resident in London, Ontario, just less than half are NHL hockey fans (47%), and, of these, the vast majority are also London Knights fans (90% of NHL fans, or 42% of total London adults). Being an NHL fan is common to Gen Y (35 to 44 - 57%), males (58%), wealthier group (\$8-K to \$100K - 66%), those with some college or university (57%), parents (59%), provincial Liberal voters (53%) and in the southeast quadrant of the city (58%). Being a London Knights fan is characteristic of the least wealthy (95%), middle income groups (\$60K to \$80K - 96%), renters (25%), the least educated (94%), and in the northwest of the city (95%).

#### **One sixth are extreme NHL fans**

One sixth of NHL fans describe themselves as "extreme fans who watch every game possible and know all the stats" (15%), and a further one fifth are "enthusiastic fans who watch many games and know all the players" (18%). These two groups comprise one third of all hockey fans in London (33%). After this, the largest single group of NHL fans, about 4-in-10, describe themselves as "regular fans who watch some games and know all the rules" (38%), followed by one quarter who are "part time fans who watch a few games and the playoffs" (26%). Among Knights fans, results are very similar, with 3-in-10 at the top level (29%), either "extreme" (15%) or "enthusiastic" (14%). Close to 4-in-10 Knights fans, the largest group, are "regular fans" (37%) followed by 3-in-10 who are part-timers (29%).

#### **One fifth of NHL fans attend games frequently**

One fifth of those who are NHL hockey fans attend NHL games frequently (20%), followed by just fewer who attend from time to time (15%) for a total of one third of NHL fans who attend professional games (35%). The largest single group of NHL fans, about one quarter, attend pro games rarely (27%), while somewhat fewer used to attend but don't anymore (14%). Just one quarter of London's NHL fans don't attend NHL games (25%).

## **TORONTO**

**October 7<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Just less than half of London ON residents are NHL hockey fans (47%), and, of these, the vast majority are also London Knights fans (90% of NHL fans, or 42% of total London adults).
- One sixth of NHL fans describe themselves as "extreme fans who watch every game possible and know all he stats" (15%).
- One fifth of those who are NHL hockey fans attend NHL games frequently (20%), followed by just fewer who attend from time to time (15%) for a total of one third of NHL fans who attend professional games (35%).

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**TORONTO**  
**October 7<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Just more than 4-in-10 London Knights fans attend Knights games frequently (42%) and a further one quarter attend from time to time (22%).
- Two thirds of the London Knights fans in our sample think the team will make the playoffs (64%), just a quarter think they won't (23%).
- Corey Perry of the Anaheim Ducks receives twice as many votes as favourite Knight still playing in the NHL (30%) as his closest rival, Nazem Kadri of the Toronto Maple Leafs (17%).
- Hall of famers Darryl Sittler and Brendan Shanahan are tied as favourite all-time Knights.
- In total, one third of NHL fans in London play hockey (36%), either unorganized street or pond hockey (23%), or in a recreational or beer league (13%).

## **4-in-10 Knights fans attend games frequently**

Just more than 4-in-10 London Knights fans attend Knights games frequently (42%) and a further one quarter attend from time to time (22%), which implies that two thirds of the team's fans are regular attendees (64%). A further 3-in-10 attend rarely (29%), while very few fans used to attend games but not now (4%) or never went to games (3%).

## **Two thirds of Knights fans think they'll make playoffs**

Two thirds of the London Knights fans in our sample think the team will make the playoffs (64%), just a quarter think they won't (23%), and one tenth or so are unsure of the fate of the team (13%). Belief the team is post-season bound is typical of the Gen X fans (45 to 54 - 76%), the wealthiest (\$100K to \$250K - 77%), renters (77%) and the best educated (post grad - 81%).

## **Corey Perry is favourite Knight still playing**

Corey Perry of the Anaheim Ducks receives twice as many votes as favourite Knight still playing in the NHL (30%) as his closest rival, Nazem Kadri of the Toronto Maple Leafs (17%) or the third place choice, Brandon Prust of the Montreal Canadiens (11%). No other player cracks double digits on this measure, including Patrick Kane of the Chicago Blackhawks (9%), Rick Nash of the New York Rangers (6%), the Florida Panthers' Dave Bolland (5%) or Sam Gagner of the Arizona Coyotes or John Tavares of the New York Islanders (4% each).

## **Sittler and Shanahan tied as favoured all-time Knights**

Hall of famers Darryl Sittler and Brendan Shanahan are tied as favourite all-time Knights, with 3-in-10 fans claiming them (30% each). They're followed by Rob Ramage or Dino Cicarelli (5% each) and Brad Marsh or Roger Lemelin (4% each).

## **One third of NHL fans play hockey**

In total, one third of NHL fans in London play hockey (36%), either unorganized street or pond hockey (23%), or in a recreational or beer league (13%). Very few (presumably goalies) are paid to play (1%). Two thirds of London's NHL fans do not play hockey (64%).

## **4-in-10 London households have kids who play organized hockey**

4-in-10 households in the Forest City have a child who plays or played organized hockey (40%), about a quarter being boys (23%) and just fewer girls (17%). A few households have both (1%).

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### **Just one quarter play unorganized pond or street hockey**

In a surprising finding, fewer children of London households play unorganized pond or street hockey (26%) than play organized league hockey (40%). In three quarters of households, no child plays shinny in the street or on a pond (74%).

### **Teamwork seen to be the greatest value hockey has to teach**

Fully one half of London adults believe teamwork is the most important value imparted to youth by hockey (49%), followed by physical well-being (16%) or something not listed (15%). Following these are strategic thinking and perseverance (6% each) and leadership (4%). Few mention self reliance (3%) and creativity (1%).

### **6-in-10 watched 2010 Olympic Gold Medal game**

Six-in-ten London adults watched Sidney Crosby take the pass from Jarome Iginla in overtime and slip the puck behind Ryan Miller for the Gold Medal in 2010, and this is equal to about 180,000 Londoners.

### **Three quarters of Londoners think hockey is important to Canada's social fabric**

Three quarters of London adults (77%) say hockey is important to Canada's social and cultural fabric, including one third who say it is "extremely important" (32%), one fifth claiming it to be "very important" (21%) and one quarter saying it is "important" (24%). While one tenth think Hockey is not that important (12%) fewer think it not at all important (8%).

"It is clear from these findings that hockey is knit as tightly into London's social fabric as anywhere in Canada, and the fact that six-in-ten adults, fans or not, watched a single game, just proves this," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

## **TORONTO**

**October 7<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- In a surprising finding, fewer children of London households play unorganized pond or street hockey (26%) than play organized league hockey (40%).
- Full one half of London adults believe teamwork is the most important value imparted to youth by hockey (49%).
- Three quarters of London adults (77%) say hockey is important to Canada's social and cultural fabric.
- "It is clear from these findings that hockey is knit as tightly into London's social fabric as anywhere in Canada, and the fact that six-in-ten adults, fans or not, watched a single game, just proves this," said Forum Research President, Dr. Lorne Bozinoff.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 782 randomly selected voters in London, Ontario. The poll was conducted on October 8-10<sup>th</sup>, 2014.

Results based on the total sample are considered accurate +/- 4%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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**October 7<sup>th</sup>, 2014**

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## **TORONTO**

**October 7<sup>th</sup>, 2014**

### **NHL Hockey Fan**

*'Are you an NHL hockey fan?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	782	40	70	116	222	334	358	424
Yes	47	44	57	50	47	42	58	38
No	53	56	43	50	53	58	42	62

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	782	55	146	108	101	72	110	16
Yes	47	42	44	40	55	66	60	31
No	53	58	56	60	45	34	40	69

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	782	175	194	293	120
Yes	47	50	57	46	31
No	53	50	43	54	69

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**October 7<sup>th</sup>, 2014**

**NHL Hockey Fan Level**

*'How much of an NHL hockey fan are you?'*

*[Hockey Fans]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	363	22	40	59	107	135	217	146
Extreme fan who watches every game possible and knows all the stats	15	16	22	19	5	7	13	17
Enthusiastic fan who watches many games and knows all the players	18	22	23	11	14	17	22	13
Regular fan who watches some games and knows all the rules	38	28	40	36	49	43	37	38
Part time fan who watches a few games and the playoffs	26	26	13	31	32	29	25	27
Something else	4	8	3	4	1	3	4	5

**London Knights Fan / Fan Level**

%	Total	Knights Fan	Non-Knights Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	363	318	45	43	47	127	88	13
Extreme fan who watches every game possible and knows all the stats	15	16	0	74	10	8	2	0
Enthusiastic fan who watches many games and knows all the players	18	18	20	10	39	24	4	13
Regular fan who watches some games and knows all the rules	38	38	36	8	47	60	24	7
Part time fan who watches a few games and the playoffs	26	24	38	8	4	8	59	61
Something else	4	4	6	0	0	0	11	20

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## **London Knights Fan**

*'Are you a London Knights fan?'*

*[Hockey Fan]*

## **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	363	22	40	59	107	135	217	146
Yes	90	92	93	88	81	91	90	89
No	10	8	7	12	19	9	10	11

## **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	363	16	62	47	55	45	62	7
Yes	90	95	94	82	96	86	89	100
No	10	5	6	18	4	14	11	0

## **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	363	85	102	136	40
Yes	90	94	88	89	88
No	10	6	12	11	12

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**London Knights Fan Level**

*'How much of a London Knights fan are you?'*

*[London Knights Fan]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	318	20	37	52	87	122	190	128
Extreme fan who watches every game possible and knows all the stats	15	17	16	17	7	15	14	16
Enthusiastic fan who watches many games and knows all the players	14	13	14	17	13	16	15	14
Regular fan who watches some games and knows all the rules	37	36	32	36	47	40	43	29
Part time fan who watches a few games and the playoffs	29	29	32	28	31	24	25	34
Something else	4	5	5	2	2	6	3	6

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	318	318	0	39	52	138	82	7
Extreme fan who watches every game possible and knows all the stats	15	15	0	68	9	3	5	0
Enthusiastic fan who watches many games and knows all the players	14	14	0	9	31	18	3	0
Regular fan who watches some games and knows all the rules	37	37	0	19	50	60	12	0
Part time fan who watches a few games and the playoffs	29	29	0	4	7	19	70	79
Something else	4	4	0	0	3	1	10	21

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**NHL Games Attendance**

*'Do you attend NHL games?'*

*[Hockey Fans]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	363	22	40	59	107	135	217	146
Yes, frequently	20	41	12	20	5	5	22	16
Yes, from time to time	15	9	18	24	19	10	14	17
Yes, rarely	27	12	42	22	39	29	29	23
Used to but not now	14	9	8	15	16	27	11	18
Do not attend NHL games	25	30	20	20	22	29	24	26

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	363	363	0	39	58	155	100	11
Yes, frequently	20	20	0	38	50	12	3	0
Yes, from time to time	15	15	0	15	10	19	14	7
Yes, rarely	27	27	0	29	26	31	20	25
Used to but not now	14	14	0	1	8	12	23	44
Do not attend NHL games	25	25	0	17	6	26	40	24

**London Knights Fan / Fan Level**

%	Total	Knights Fan	Non-Knights Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	363	318	45	43	47	127	88	13
Yes, frequently	20	20	21	35	37	22	3	0
Yes, from time to time	15	14	23	13	22	15	12	4
Yes, rarely	27	28	16	33	8	33	32	7
Used to but not now	14	14	7	7	16	10	20	40
Do not attend NHL games	25	24	34	12	17	20	33	49

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**October 7<sup>th</sup>, 2014**

**London Knights Games Attendance**

*'Do you attend London Knights games?'*

*[London Knights Fans]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	318	20	37	52	87	122	190	128
Yes, frequently	42	55	38	52	34	17	41	43
Yes, from time to time	22	17	24	20	24	30	22	22
Yes, rarely	29	29	30	23	29	35	30	28
Used to but not now	4	0	5	4	6	8	4	4
Do not attend games	3	0	3	2	7	10	3	4

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	318	318	0	39	52	138	82	7
Yes, frequently	42	42	0	67	60	36	26	0
Yes, from time to time	22	22	0	21	12	32	10	47
Yes, rarely	29	29	0	9	21	24	52	47
Used to but not now	4	4	0	3	4	3	6	3
Do not attend games	3	3	0	0	2	4	5	4

**London Knights Fan / Fan Level**

%	Total	Knights Fan	Non-Knights Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	318	318	0	43	47	127	88	13
Yes, frequently	42	42	0	83	65	40	17	0
Yes, from time to time	22	22	0	16	22	29	17	14
Yes, rarely	29	29	0	1	10	23	54	72
Used to but not now	4	4	0	0	2	4	7	7
Do not attend games	3	3	0	0	2	4	5	6

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**October 7<sup>th</sup>, 2014**

***London Knights to Make the Playoffs***

*'Do you think the London Knights will make the playoffs this season or not?'*

*[London Knights Fans]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	318	20	37	52	87	122	190	128
Think they'll make the playoffs	64	63	65	76	67	51	65	63
Do not think they'll make the playoffs	23	23	22	17	22	32	28	16
Don't know	13	14	14	7	11	17	7	21

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	318	318	0	39	52	138	82	7
Think they'll make the playoffs	64	64	0	85	54	64	62	50
Do not think they'll make the playoffs	23	23	0	9	37	22	21	34
Don't know	13	13	0	6	9	13	17	17

**London Knights Fan / Fan Level**

%	Total	Knights Fan	Non-Knights Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	318	318	0	43	47	127	88	13
Think they'll make the playoffs	64	64	0	91	74	57	60	39
Do not think they'll make the playoffs	23	23	0	6	17	30	28	4
Don't know	13	13	0	3	9	13	12	57

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**October 7<sup>th</sup>, 2014**

***Favorite London Knights Player in NHL***

*‘Which of the following is your favourite London Knights player now playing in the NHL?’*

*[London Knights Fans]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	318	20	37	52	87	122	190	128
Nazem Kadri	17	27	11	11	14	15	21	12
Sam Gagner	4	8	3	3	0	0	6	0
Brandon Prust	11	18	5	11	14	4	9	14
Rick Nash	6	0	14	5	8	8	7	5
Dave Bolland	5	0	5	6	10	8	4	6
John Tavares	4	4	8	3	4	2	6	3
Patrick Kane	9	5	16	8	8	9	7	11
Corey Perry	30	14	22	43	36	45	25	36
Someone else	14	24	16	8	5	8	14	14

**London Knights Fan / Fan Level**

%	Total	Knights Fan	Non-Knights Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	318	318	0	43	47	127	88	13
Nazem Kadri	17	17	0	19	26	11	22	0
Sam Gagner	4	4	0	10	0	4	2	0
Brandon Prust	11	11	0	23	13	11	7	4
Rick Nash	6	6	0	9	6	4	8	0
Dave Bolland	5	5	0	5	8	7	2	0
John Tavares	4	4	0	6	1	7	3	0
Patrick Kane	9	9	0	9	5	9	7	37
Corey Perry	30	30	0	20	28	24	42	27
Someone else	14	14	0	0	13	22	9	33

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**October 7<sup>th</sup>, 2014**

**All-time Favorite London Knights Player**

*‘Which of the following is your favourite all-time London Knights players?’*

*[London Knights Fans]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	318	20	37	52	87	122	190	128
Darryl Sittler	30	13	22	30	52	53	32	28
Rob Ramage	5	8	3	6	3	2	7	2
Brad Marsh	4	5	5	3	2	2	2	6
Dino Ciccarelli	5	4	11	4	5	4	5	6
Roger Lemelin	4	13	0	0	0	0	2	7
Brendan Shanahan	30	26	38	37	22	27	28	33
Someone else	22	31	22	20	16	11	24	18

**London Knights Fan / Fan Level**

%	Total	Knights Fan	Non-Knights Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	318	318	0	43	47	127	88	13
Darryl Sittler	30	30	0	14	30	39	29	26
Rob Ramage	5	5	0	2	7	6	4	0
Brad Marsh	4	4	0	4	2	3	7	0
Dino Ciccarelli	5	5	0	12	6	4	4	0
Roger Lemelin	4	4	0	9	10	3	0	0
Brendan Shanahan	30	30	0	45	29	27	30	4
Someone else	22	22	0	13	16	18	26	71

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**October 7<sup>th</sup>, 2014**

**Play Hockey**

*'Do you play hockey?'*

*[Hockey Fans]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	363	22	40	59	107	135	217	146
Play unorganized, or street or pond hockey only	23	42	23	25	8	1	28	15
Play organized amateur or "beer league" hockey	13	16	10	18	9	7	12	15
Paid to play hockey	1	0	0	0	1	2	1	0
Do not play hockey at all	64	42	67	57	82	89	59	70

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	363	363	0	39	58	155	100	11
Play unorganized, or street or pond hockey only	23	23	0	37	42	16	11	30
Play organized amateur or "beer league" hockey	13	13	0	26	11	9	14	0
Paid to play hockey	1	1	0	2	0	1	0	0
Do not play hockey at all	64	64	0	35	47	75	75	70

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**TORONTO**  
**October 7<sup>th</sup>, 2014**

**Organized Hockey: Child Participation**

*‘Do you have a child in your household who plays or played organized hockey in the past or not?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	782	40	70	116	222	334	358	424
Have a male child who plays or played organized hockey	22	18	23	24	25	24	22	23
Have a female child who plays or played organized hockey	17	28	9	19	7	9	19	15
Both of these	1	0	1	3	2	3	2	1
No children play or played organized hockey	60	53	67	54	66	65	58	62

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	782	363	419	39	58	155	100	11
Have a male child who plays or played organized hockey	22	32	14	34	35	35	26	12
Have a female child who plays or played organized hockey	17	16	17	31	17	10	8	57
Both of these	1	2	1	4	1	1	3	0
No children play or played organized hockey	60	50	68	31	46	53	63	30

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**TORONTO**  
**October 7<sup>th</sup>, 2014**

***Unorganized Hockey: Child Participation***

*‘Do you have a child in your household who plays or played unorganized, or street or pond hockey in the past or not?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	782	40	70	116	222	334	358	424
Have a child who plays or played unorganized hockey	26	14	27	35	32	29	27	25
No child plays or played unorganized hockey	74	86	73	65	68	71	73	75

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	782	363	419	39	58	155	100	11
Have a child who plays or played unorganized hockey	26	41	12	60	40	41	31	40
No child plays or played unorganized hockey	74	59	88	40	60	59	69	60

**London Knights Fan / Fan Level**

%	Total	Knights Fan	Non-Knights Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	782	318	45	43	47	127	88	13
Have a child who plays or played unorganized hockey	26	41	37	55	47	44	29	37
No child plays or played unorganized hockey	74	59	63	45	53	56	71	63

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**TORONTO**  
**October 7<sup>th</sup>, 2014**

**Hockey: Most Important Value for Young People to Learn**

*‘What is the most important value young people can learn from hockey?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
<b>Sample</b>	<b>782</b>	<b>40</b>	<b>70</b>	<b>116</b>	<b>222</b>	<b>334</b>	<b>358</b>	<b>424</b>
Teamwork	49	37	54	52	61	52	49	49
Self reliance	3	6	0	1	2	5	6	1
Strategic thinking	6	9	6	4	5	3	2	9
Physical wellbeing	16	13	20	22	11	15	17	15
Leadership	4	5	3	4	3	4	5	4
Perseverance	6	9	7	5	4	4	5	8
Creativity	1	0	0	0	2	2	1	1
Something else	15	20	10	13	12	15	16	14

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
<b>Sample</b>	<b>782</b>	<b>363</b>	<b>419</b>	<b>39</b>	<b>58</b>	<b>155</b>	<b>100</b>	<b>11</b>
Teamwork	49	62	38	43	62	66	70	44
Self reliance	3	3	3	2	4	4	2	0
Strategic thinking	6	3	8	3	0	3	6	3
Physical wellbeing	16	12	19	9	14	14	7	25
Leadership	4	6	2	28	4	2	2	3
Perseverance	6	9	4	15	9	6	8	10
Creativity	1	0	1	0	1	0	1	0
Something else	15	5	24	0	6	5	5	15

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**October 7<sup>th</sup>, 2014**

**2010 Vancouver Winter Olympics Gold Medal Game: Viewer**

*‘Did you watch the gold medal hockey game of the 2010 Vancouver Winter Olympics or not?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	782	40	70	116	222	334	358	424
Watched the game	60	60	59	61	62	57	64	55
Didn't watch the game	40	40	41	39	38	43	36	45

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	782	363	419	39	58	155	100	11
Watched the game	60	83	38	91	91	84	72	86
Didn't watch the game	40	17	62	9	9	16	28	14

**London Knights Fan / Fan Level**

%	Total	Knights Fan	Non-Knights Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	782	318	45	43	47	127	88	13
Watched the game	60	84	82	86	90	85	77	87
Didn't watch the game	40	16	18	14	10	15	23	13

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**Hockey: Importance to Canada's Cultural and Social Fabric**

*'How important is hockey to Canada's cultural and social fabric?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	782	40	70	116	222	334	358	424
Extremely important	32	38	33	32	32	22	31	33
Very important	21	16	27	18	25	25	17	25
Important	24	23	19	25	24	32	23	25
Not that important	12	12	11	12	13	14	14	11
Not at all important	8	12	7	10	4	4	14	3
Don't know	2	0	3	3	2	3	2	2

**NHL Fan / Fan Level**

%	Total	NHL Fan	Non-NHL Fan	Extreme	Enthusiastic	Regular	Part-time	Other
Sample	782	363	419	39	58	155	100	11
Extremely important	32	52	15	96	62	38	37	57
Very important	21	22	20	4	18	31	25	10
Important	24	20	28	0	16	25	29	8
Not that important	12	5	19	0	0	6	7	19
Not at all important	8	0	15	0	0	0	1	6
Don't know	2	1	3	0	3	0	1	0

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