

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **More than 4-in-10 support second NHL team in Toronto**

#### **Two thirds of NHL fans are on board**

TORONTO, March 15<sup>th</sup>, 2015 - In a random sampling of public opinion taken by The Forum Poll™ among 520 Toronto voters, the plurality, more than 4-in-10, agree there should be a second NHL team in Toronto (43%). Just fewer disagree (39%) and close to one fifth have no opinion (18%). Among self-professed NHL fans in Toronto, however (close to half our sample at 45%), support for a second NHL team is characteristic of as many as two thirds (62%), and is almost as high among males (54%), mid income groups (\$60K to \$80K (53%), Doug Ford voters (55%) and those in Etobicoke (51%).

#### **Close to half of Torontonians are NHL fans**

Close to one half of Toronto voters are NHL fans (45%), and they are concentrated among the youngest (52%), males (54%), mid income groups (\$40K to \$60K - 54%), in Scarborough especially (56%), among John Tory voters (54%) and among provincial PC voters (55%).

"Given that Toronto is by far the richest hockey market in the NHL, and that close to one half of Torontonians, who are known as loyal fans to an unrewarding team, would support a second team, including fully two thirds who are already fans, it is a wonder Mr. Bettman is so interested in expanding to desert oases," 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**

**March 15<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- More than 4-in-10, agree there should be a second NHL team in Toronto (43%).
- Close to one half of Toronto voters are NHL fans (45%).
- "Given that Toronto is by far the richest hockey market in the NHL, and that close to one half of Torontonians, who are known as loyal fans to an unrewarding team, would support a second team, including fully two thirds who are already fans, it is a wonder Mr. Bettman is so interested in expanding to desert oases," 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 520 randomly selected voters in Toronto, Ontario. The poll was conducted on March 10<sup>th</sup>, 2015.

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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**March 15<sup>th</sup>, 2015**

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**TORONTO**

**March 15<sup>th</sup>, 2015**

**NHL Fan**

*'Are you an NHL hockey fan?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	520	122	100	114	97	87	267	253
Yes	45	43	52	47	38	41	54	37
No	55	57	48	53	62	59	46	63

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	520	206	96	117	101
Yes	45	43	42	41	56
No	55	57	58	59	44

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	520	64	69	64	62	53	99	20
Yes	45	38	41	54	39	46	44	72
No	55	62	59	46	61	54	56	28

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	520	89	203	92	29
Yes	45	47	54	31	43
No	55	53	46	69	57

**Last Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	520	104	199	87	21	20
Yes	45	55	43	46	40	58
No	55	45	57	54	60	42

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**Second NHL Team in Toronto**

*'Do you agree or disagree there should be a second NHL team in Toronto besides the Maple Leafs?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	520	122	100	114	97	87	267	253
Agree	43	37	49	48	36	45	54	32
Disagree	39	45	37	33	38	37	31	47
Don't know	18	18	14	19	26	17	15	21

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	520	206	96	117	101
Agree	43	38	42	46	47
Disagree	39	43	46	35	30
Don't know	18	19	12	19	24

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	520	64	69	64	62	53	99	20
Agree	43	40	33	39	53	44	48	56
Disagree	39	39	49	40	25	45	34	37
Don't know	18	21	18	21	21	12	19	7

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	520	89	203	92	29
Agree	43	55	49	20	44
Disagree	39	30	40	49	28
Don't know	18	15	11	31	28

**Last Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	520	104	199	87	21	20
Agree	43	45	41	37	62	63
Disagree	39	37	36	46	32	31
Don't know	18	18	23	16	6	6

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