

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Quebec City Continues To Be First Choice For Next Canadian NHL Team**

### **2nd Team in Toronto Not Favoured**

TORONTO MAY 26<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1694 Canadians 18 years of age and older, the plurality, or 3-in-10 favour Quebec City as the location for Canada's next NHL franchise (31%), and this proportion has stayed stable since June 2012 (29%). Hamilton, Ontario, is favoured by about half as many (14%), and fewer opt for Saskatoon (10%) or a second Toronto area team (9%). One eighth would like to see a franchise somewhere else (16%) and one fifth have no opinion (20%). Enthusiasm for a Quebec City team is highest among Generation Y (35 to 44 - 37%) and, predictably, Quebecers (77%). A Hamilton team excites interest among Gen X (45 to 54 - 18%) and the oldest (18%) and, of course, in Ontario (26%). Conservative supporters are especially likely to favour a Hamilton franchise (19%), while New Democrats are especially likely to side with Quebec City (39%), as are, of course, Bloquistes (81%).

"Ever since the Nordiques decamped for Colorado, there has been a hole in the heart of Quebec hockey. It appears not only Quebecers, but the rest of the country as well, thinks the capital city should get its team back," 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.

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### **TORONTO**

**May 26<sup>th</sup>, 2014**

### **HIGHLIGHTS:**

- 3-in-10 favour Quebec City as the location for Canada's next NHL franchise (31%), and this proportion has stayed stable since June 2012 (29%)The Liberals would take an 8 seat majority of 63 seats, to 31 for the PCs.
- "Ever since the Nordiques decamped for Colorado, there has been a hole in the heart of Quebec hockey. It appears not only Quebecers, but the rest of the country as well, thinks the capital city should get its team back," said Forum Research President, Dr. Lorne Bozinoff.

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**TORONTO****May 26<sup>th</sup>, 2014****Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1694 randomly selected Canadians 18 years of age and older. The poll was conducted on May 22-23<sup>rd</sup>, 2014.

Results based on the total sample are considered accurate +/- 2%, 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. Actual results will depend on the parties' success at getting their voters out. 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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## **TORONTO**

**May 26<sup>th</sup>, 2014**

### *Next Canadian City to get NHL Team - Trending*

%	Sample	Quebec City	Hamilton, Ontario	Saskatoon, Saskatchewan	Halifax, Nova Scotia	A second team for Toronto	Markham, Ontario	Somewhere Else	Don't know / Don't Watch
May 22 <sup>nd</sup> , 2014	1694	31	14	10	n/a	9	n/a	16	20
June 15 <sup>th</sup> , 2012	1529	29	13	11	13	5	4	6	19

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**TORONTO**

**May 26<sup>th</sup>, 2014**

**Next Canadian NHL Team City**

*'Which of the following cities would be the most appropriate for the next Canadian NHL team?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1694	120	170	292	481	631	773	921
Quebec City	31	30	37	30	30	27	33	28
Saskatoon	10	13	9	12	8	8	11	10
Hamilton	14	10	10	18	17	18	15	13
a second team in the Toronto area	9	10	10	9	9	6	11	7
Somewhere else	16	18	18	11	15	16	13	19
Don't know	20	18	16	20	21	25	17	23

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1694	128	397	643	122	190	214	1326	368
Quebec City	31	19	77	17	15	18	10	17	77
Saskatoon	10	3	2	6	32	33	12	13	1
Hamilton	14	16	2	26	6	8	9	18	2
a second team in the Toronto area	9	3	1	18	10	3	6	12	1
Somewhere else	16	42	5	13	16	15	30	19	5
Don't know	20	17	12	20	20	24	32	22	14

**Household Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1694	166	303	268	194	140	252
Quebec City	31	29	23	28	37	39	35
Saskatoon	10	8	11	11	13	6	9
Hamilton	14	9	15	15	15	15	15
a second team in the Toronto area	9	8	9	8	12	7	11
Somewhere else	16	25	20	15	11	14	16
Don't know	20	21	23	24	13	18	14

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**TORONTO**  
**May 26<sup>th</sup>, 2014**

**Federal Party Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1694	578	384	333	80	89	93
Quebec City	31	23	28	39	17	83	28
Saskatoon	10	12	11	9	15	1	4
Hamilton	14	19	12	17	13	6	15
a second team in the Toronto area	9	12	14	6	1	2	7
Somewhere else	16	16	13	12	27	3	20
Don't know	20	18	22	18	27	5	26

**Have Children / Mothers**

%	Total	Yes	No	MOMs
Sample	1694	323	1371	155
Quebec City	31	32	30	32
Saskatoon	10	9	11	9
Hamilton	14	12	15	12
a second team in the Toronto area	9	11	8	9
Somewhere else	16	18	15	19
Don't know	20	18	21	19

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1694	355	496	556	287
Quebec City	31	26	29	32	32
Saskatoon	10	13	14	9	8
Hamilton	14	14	15	13	16
a second team in the Toronto area	9	10	4	14	6
Somewhere else	16	20	15	15	15
Don't know	20	17	23	17	25

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## TORONTO

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### Religion

%	Total	NET: Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	1694	1237	449	71	591	126	75	382
Quebec City	31	32	19	24	46	16	22	29
Saskatoon	10	10	13	13	7	13	5	13
Hamilton	14	15	19	16	13	12	5	14
a second team in the Toronto area	9	10	8	13	9	15	16	7
Somewhere else	16	16	19	17	13	21	23	14
Don't know	20	17	22	18	12	24	28	24

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