

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

One half of Canadians are NHL fans

Montreal Canadiens most popular team

TORONTO OCTOBER 6th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1504 Canadians 18 years of age and older, just more than one half (53%) are NHL hockey fans, which may represent as many as 14 million fans across the country. Being a fan is most common to the youngest (60%), males (60%), the wealthiest (\$100K to \$250K - 58%), in Alberta (62%) and among Conservative voters (59%) and among those with children (58%). Although those who claim Canadian ethnic background are slightly more likely than others to be fans (56%), South Asians and those from the British Isles are also fans (53% and 54%, respectively - caution: very small base sizes).

Most are regular fans, more than a tenth are extreme fans

Hockey fans are most likely to describe themselves as "regular fans who watch some games and know all the rules" (40%) and this may represent close to 6 million viewers. Just more than a quarter are "part time fans who watch a few games and the playoffs" (27%, or about 4 million fans). One fifth describe themselves as "enthusiastic fans who watch many games and know all the players" (19%, or about 3 million fans). Just more than one tenth occupy the most rarefied slot: "extreme fans who watch every game possible and know all the stats" (13%, or about 2 million hockey fans across Canada). Being an extreme fan is commonest to the youngest group (18%), the least wealthy (17%), in Ontario (17%), those with some college or university (20%) and Rogers cable and internet customers (21% each).

Most are fans of Eastern Conference, Atlantic Division

More than a third of the hockey fans in Canada support teams in the Eastern Conference, Atlantic Division (36%), followed by fans of the Western Conference, Pacific Division (25%). The Western Conference and Eastern Conference, Central Division and Metropolitan divisions have about one sixth of the fans (16% each).

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HIGHLIGHTS:

- Just more than one half (53%) are NHL hockey fans, which may represent as many as 14 million fans across the country.
- Hockey fans are most likely to describe themselves as "regular fans who watch some games and know all the rules" (40%) and this may represent close to 6 million viewers.
- More than a third of the hockey fans in Canada support teams in the Eastern Conference, Atlantic Division (36%), followed by fans of the Western Conference, Pacific Division (25%).

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

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The Habs are Canada's team

Close to one quarter of the hockey fans in Canada support the Montreal Canadiens (23%), followed by half this proportion who root either for the Toronto Maple Leafs or the Vancouver Canucks (12% each). After this, no team achieves even double digit support, although the Calgary Flames (7%), Pittsburgh Penguins (6%), Edmonton Oilers and Winnipeg Jets (5% each) attract the support of one twentieth or more. Two thirds of Quebec fans support the Habs (64%), one third of Ontario fans support the Leafs (33%), one half those in the prairies support the Jets (50%), one quarter support either the Flames (28%) or the Oilers (23%) in Alberta, and in BC, one half support the Canucks (53%).

Two thirds of all adult Canadians watched 2010 Gold Medal game

Two thirds of all Canadians, not just hockey fans, watched the gold medal game of the 2010 Olympics in Vancouver, and this may represent as many as 17 million viewers. Watching the game was most characteristic of those who are now younger (35 to 44 - 70%), males (67%), the wealthier (\$80K to \$100K - 74%), in the Atlantic (68%) and in Alberta (69%), among Conservative voters (73%), college or university grads (71%), South Asians and Europeans (66% each - caution: very small base sizes). Anglophones are more likely to have watched (66%) than Francophones (51%). Mothers of children under 18 are especially likely to have been viewers (69%). Three quarters of NHL fans watched (76%) but so did one half of those who claim they are not hockey fans (48%). Oddly enough, extreme fans were less likely to have watched the game (66%) than enthusiastic fans (83%), regular fans (79%) or part time fans (76%).

Vast majority of Canadians think hockey is important to cultural fabric

More than 8-in-10 Canadian adults think hockey is important to our cultural and social fabric (82%), and as many as one half say it is extremely (27%) or very important (25%). Among fans, almost everyone thinks hockey is important to the cultural fabric of the nation (93% important in total, 38% extremely important) while among those who are not fans, more than two thirds think the game important (60%), although fewer than one fifth think it extremely important (14%). Anglophones are slightly more likely to see the importance of hockey (83%) than Francophones (75%). Hockey is seen to be "extremely important" especially in Ontario, Alberta and BC (31% each). Conservative voters are more likely to see the importance of hockey (34% extremely important) than either Liberals (27%) or New Democrats (24%).

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HIGHLIGHTS:

- Close to one quarter of the hockey fans in Canada support the Montreal Canadiens (23%), followed by half this proportion who root either for the Toronto Maple Leafs or the Vancouver Canucks (12% each).
- Two thirds of all Canadians, not just hockey fans, watched the gold medal game of the 2010 Olympics in Vancouver, and this may represent as many as 17 million viewers.
- More than 8-in-10 Canadian adults think hockey is important to our cultural and social fabric (82%), and as many as one half say it is extremely (27%) or very important (25%).

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One fifth with internet access have subscribed, will subscribe or currently subscribe to Game Centre Live

One fifth of adult Canadians (19%) with internet access subscribe to Game Centre Live now (11%), did so in the past (5%) or will in the future (3%). Being a current subscriber is highest in Alberta (15%), among New Democrats (18%), the youngest (19%), lower income groups (\$20K to \$40K - 21%), South Asians (29% - caution: very small sample size) and extreme fans (22%).

"Even among those who claim not to be fans, hockey is seen to be an important cultural signifier in this country, and when two thirds of the adult population watches a single game, you know that's true. I don't know if this could be said for baseball, basketball or NFL football in the US, or cricket or Premier League football in the UK," 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 or at (416) 960-9603.

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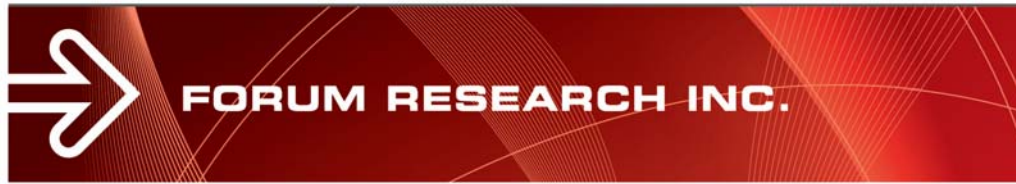
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HIGHLIGHTS:

- One fifth of adult Canadians (19%) with internet access subscribe to Game Centre Live now (11%), did so in the past (5%) or will in the future (3%).
- "Even among those who claim not to be fans, hockey is seen to be an important cultural signifier in this country, and when two thirds of the adult population watches a single game, you know that's true. I don't know if this could be said for baseball, basketball or NFL football in the US, or cricket or Premier League football in the UK," 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 1504 randomly selected Canadians 18 years of age or older. The poll was conducted on October 3-5th, 2014.

Results based on the total sample are considered accurate +/- 2.5%, 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

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

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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	1504	130	162	251	367	594	703	801
Yes	53	60	49	57	48	47	60	47
No	47	40	51	43	52	53	40	53

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1504	79	397	530	110	162	226	1143	361
Yes	53	56	55	50	44	62	53	53	54
No	47	44	45	50	56	38	47	47	46

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1504	503	500	258	83	53	41
Yes	53	59	53	50	40	61	45
No	47	41	47	50	60	39	55

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NHL Hockey Fan: Dedication

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

[NHL Hockey Fans]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	756	80	79	142	176	279	404	352
Extreme fan who watches every game possible and knows all the stats	13	18	7	14	10	8	15	10
Enthusiastic fan who watches many games and knows all the players	19	25	23	14	12	14	20	18
Regular fan who watches some games and knows all the rules	40	33	37	40	51	46	43	35
Part time fan who watches a few games and the playoffs	27	21	32	30	25	30	20	36
Something else	2	2	1	1	3	1	2	1

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	756	40	202	261	47	98	108	577	179
Extreme fan who watches every game possible and knows all the stats	13	19	11	17	3	6	9	13	13
Enthusiastic fan who watches many games and knows all the players	19	11	21	17	12	21	25	19	19
Regular fan who watches some games and knows all the rules	40	39	39	41	44	37	38	40	39
Part time fan who watches a few games and the playoffs	27	30	29	21	38	36	25	27	28
Something else	2	1	0	3	2	0	3	2	1

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Supported Team: Western/Eastern Conference

'Is the team you support the most in the Western Conference or the Eastern Conference?'

[NHL Fan]

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Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	605	67	57	111	149	221	325	280
Western Conference, Pacific Division	25	31	22	26	21	21	28	23
Western Conference, Central Division	16	15	16	14	19	19	16	16
Eastern Conference, Atlantic Division	36	40	43	31	35	31	38	34
Eastern Conference, Metropolitan Division	16	11	11	21	19	22	14	19
Don't know	6	4	7	7	7	7	5	8
Don't support any team the most	0	0	0	0	0	0	0	0

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	605	9	174	169	47	98	108	453	152
Western Conference, Pacific Division	25	29	5	10	32	57	54	32	4
Western Conference, Central Division	16	4	8	15	41	15	24	19	7
Eastern Conference, Atlantic Division	36	25	61	46	11	10	15	28	62
Eastern Conference, Metropolitan Division	16	41	17	22	9	15	5	16	17
Don't know	6	0	10	7	7	4	3	5	10
Don't support any team the most	0	0	0	0	0	0	0	0	0

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Supported Team Summary

'Which one of the following teams do you support the most?'

[NHL Fans]

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Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	605	9	174	169	47	98	108	453	152
Montreal Canadiens	23	2	64	10	3	5	9	11	64
Vancouver Canucks	12	29	1	3	6	5	53	16	0
Toronto Maple Leafs	12	13	0	33	7	3	3	15	0
Calgary Flames	7	0	2	3	12	28	0	8	2
Pittsburgh Penguins	6	41	7	8	0	3	0	6	7
Winnipeg Jets	5	0	1	3	50	2	1	6	1
Edmonton Oilers	5	0	0	2	6	23	1	6	0
Philadelphia Flyers	4	0	2	4	2	11	2	4	1
Ottawa Senators	3	7	0	6	1	1	5	4	0
Chicago Blackhawks	3	4	1	4	0	2	5	3	1
Boston Bruins	2	3	4	2	0	3	2	2	5
New York Rangers	2	0	2	4	5	0	1	2	2
Los Angeles Kings	2	0	4	1	5	1	0	1	4
New Jersey Devils	1	0	2	2	0	2	0	1	2
New York Islanders	1	0	1	2	0	2	1	1	1
Detroit Red Wings	1	0	0	3	0	0	1	2	0
San Jose Sharks	1	0	0	3	0	0	0	1	0
Buffalo Sabres	1	0	0	3	0	0	0	1	0
Dallas Stars	1	0	1	0	0	0	5	1	1
Washington Capitals	1	0	2	1	0	0	0	0	3
Anaheim Ducks	1	0	2	0	0	0	1	0	2
Carolina Hurricanes	1	0	1	1	0	0	2	1	1
St Louis Blues	1	0	1	0	0	0	2	1	0
Arizona Coyotes	1	0	0	0	0	4	1	1	0
Columbus Blue Jackets	1	0	0	0	4	0	2	1	0
Colorado Avalanche	1	0	1	0	0	2	1	1	1
Minnesota Wild	1	0	0	0	0	2	1	1	0
Tampa Bay Lightning	0	0	0	0	0	2	0	0	0
Florida Panthers	0	0	0	0	0	0	0	0	0
Nashville Predators	0	0	0	0	0	0	0	0	0

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2010 Vancouver Winter Olympics Gold Medal Game

'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	1504	130	162	251	367	594	703	801
Watched the game	63	66	70	58	61	57	67	59
Didn't watch the game	37	34	30	42	39	43	33	41

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1504	79	397	530	110	162	226	1143	361
Watched the game	63	68	53	66	62	69	66	66	51
Didn't watch the game	37	32	47	34	38	31	34	34	49

NHL Fan / Fan Level

%	Total	NHL FAN	Non-NHL FAN	Extreme fan	Enthusiastic fan	Regular fan	Part time fan	Something else
Sample	1504	756	748	76	118	333	217	12
Watched the game	63	76	48	66	83	79	76	36
Didn't watch the game	37	24	52	34	17	21	24	64

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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	1504	130	162	251	367	594	703	801
Extremely important	27	32	27	30	23	19	27	27
Very important	25	21	22	24	30	31	22	28
Important	30	32	29	29	27	32	29	30
Not that important	12	11	15	10	14	13	14	11
Not at all important	4	2	5	5	4	4	4	3
Don't know	2	3	2	3	2	2	3	2

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1504	79	397	530	110	162	226	1143	361
Extremely important	27	23	20	31	18	31	31	29	18
Very important	25	28	29	24	25	20	23	24	29
Important	30	30	30	29	37	31	30	30	28
Not that important	12	13	12	12	17	12	10	11	15
Not at all important	4	3	5	3	3	3	4	3	5
Don't know	2	3	4	1	1	2	3	2	4

NHL Fan / Fan Level

%	Total	NHL FAN	Non-NHL FAN	Extreme fan	Enthusiastic fan	Regular fan	Part time fan	Something else
Sample	1504	756	748	76	118	333	217	12
Extremely important	27	38	14	68	60	35	17	10
Very important	25	30	19	17	29	31	36	14
Important	30	25	36	3	10	30	35	57
Not that important	12	5	20	10	1	3	9	11
Not at all important	4	1	7	1	0	1	0	0
Don't know	2	1	4	0	0	1	3	7

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NHL Game Centre Live Subscription: Past and Present

'Do you subscribe to NHL Game Centre Live, or did you subscribe in the past?'

[Has Internet Service]

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Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1262	116	146	228	326	446	608	654
Will subscribe this season	3	4	2	4	4	2	4	3
Subscribe now	11	19	10	7	6	6	10	12
Subscribed in the past	5	6	6	3	5	5	6	4
Never subscribed	72	68	71	73	75	78	73	72
Never heard of NHL Game Centre Live	8	2	12	12	10	9	7	10

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1262	66	319	448	88	141	200	968	294
Will subscribe this season	3	14	1	4	1	3	1	4	1
Subscribe now	11	12	11	10	8	15	11	10	12
Subscribed in the past	5	1	2	6	12	4	8	6	1
Never subscribed	72	70	68	73	76	77	76	74	64
Never heard of NHL Game Centre Live	8	4	19	7	4	2	5	5	21

NHL Fan / Fan Level

%	Total	NHL FAN	Non-NHL FAN	Extreme fan	Enthusiastic fan	Regular fan	Part time fan	Something else
Sample	1262	631	631	62	102	272	188	7
Will subscribe this season	3	5	2	15	9	2	2	7
Subscribe now	11	12	9	22	11	12	9	0
Subscribed in the past	5	7	3	14	16	4	3	0
Never subscribed	72	69	76	50	62	75	76	38
Never heard of NHL Game Centre Live	8	6	11	0	2	7	10	56

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For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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