

NEWS RELEASE



FOR IMMEDIATE RELEASE

4-in-10 in Toronto are hockey fans

Majority have high hopes for the Leafs

TORONTO DECEMBER 18th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1001 Torontonians 18 years of age and older, just more than 4-in-10 are NHL hockey fans (42%), and this is 11 points less than the proportion which says this nationally (53%). Thus, enthusiasm for hockey is more likely to be a rural than an urban phenomenon. NHL fans are most commonly Boomers (55 to 64 - 46%), males (49%), wealthier (\$80K to \$100K - 48%), in Etobicoke (48%) and Scarborough (47%), among those who drive rather than take transit (46%), the least educated (48%) and in neighbourhoods seen by their residents to be more wealthy than others 46%).

Three quarters root for the Leafs, one eighth for the Habs

Almost three quarters of Toronto hockey fans root for the hometown team (73%), followed distantly by the Montreal Canadiens (13%). No other team, including the Ottawa Senators, is mentioned by as many as one in 30. More than a twentieth root for a non-Canadian team (7%). Leafs fans are most commonly Boomers (83%), the less wealthy (\$20K to \$40K - 81%), in North York and Etobicoke (80% each), those with some college (80%), provincial PC voters (82%), among those who don't celebrate Christmas (84%) and in neighbourhoods seen by their residents to be less wealthy than others (80%).

Majority have high hopes for the Leafs

More than half of Toronto NHL fans say the Leafs will make the playoffs this season (54%) and this especially the case among male (65%) Boomers (61%). At the same time, one half also thinks the Leafs will win the Stanley Cup in the next five years (52%) and one tenth say, optimistically, that it will happen this season (11%). One fifth say this will occur between 5 and 10 years from now (20%) and less than this say it will take longer (15%). One sixth say the Leafs will never win the Cup (7%).

"Hockey is less likely to be a pastime in Toronto, with its ethnic mix, than it is in smaller centres and rural areas. The ability of Toronto Maple Leafs fans to maintain hope in the face of experience is truly remarkable," 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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TORONTO

December 18th, 2014

HIGHLIGHTS:

- Just more than 4-in-10 are NHL hockey fans (42%), and this is 11 points less than the proportion which says this nationally (53%).
- Almost three quarters of Toronto hockey fans root for the hometown team (73%), followed distantly by the Montreal Canadiens (13%).
- More than half of Toronto NHL fans say the Leafs will make the playoffs this season (54%).
- "Hockey is less likely to be a pastime in Toronto, with its ethnic mix, than it is in smaller centres and rural areas. The ability of Toronto Maple Leafs fans to maintain hope in the face of experience is truly remarkable," 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 1001 randomly selected voters in Toronto, Ontario, who were absolutely certain to vote or had voted already. The poll was conducted on December 17th and 18th, 2014.

Results based on the total sample are considered accurate +/- 3%, 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: Fan

'Are you an NHL hockey fan or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	203	131	188	203	276	503	498
Yes	42	45	40	42	46	36	49	36
No	58	55	60	58	54	64	51	64

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Yes	42	38	38	46	47
No	58	62	62	54	53

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Yes	42	42	35	41	51	48	42	46
No	58	58	65	59	49	52	58	54

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1001	147	234	386	234
Yes	42	48	39	43	38
No	58	52	61	57	62

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NHL: Team Supported

'Which NHL team do you support?'

[NHL Fans]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	407	86	51	85	89	96	236	171
Toronto Maple Leafs	73	66	76	70	83	79	72	74
Ottawa Senators	2	4	2	2	1	0	3	1
Montreal Canadiens	13	14	14	14	8	10	12	14
Winnipeg Jets	1	1	1	2	0	1	2	0
Calgary Flames	1	2	0	0	0	1	0	2
Edmonton Oilers	1	1	1	1	0	2	2	0
Vancouver Canucks	1	0	0	1	2	1	1	1
Some other NHL team	7	7	5	11	4	5	7	6
Don't support any one team	2	6	0	0	2	0	2	3

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	407	155	78	98	76
Toronto Maple Leafs	73	66	80	76	70
Ottawa Senators	2	4	1	0	4
Montreal Canadiens	13	16	11	11	12
Winnipeg Jets	1	3	1	1	0
Calgary Flames	1	1	0	2	1
Edmonton Oilers	1	3	1	1	0
Vancouver Canucks	1	0	1	1	1
Some other NHL team	7	6	5	6	9
Don't support any one team	2	1	1	3	3

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	>\$250K+
Sample	407	44	47	51	58	51	81	21
Toronto Maple Leafs	73	77	81	70	67	76	71	65
Ottawa Senators	2	2	2	5	1	0	1	0
Montreal Canadiens	13	13	7	18	13	13	10	27
Winnipeg Jets	1	3	2	2	0	0	1	0
Calgary Flames	1	0	0	2	4	0	0	0
Edmonton Oilers	1	4	0	0	0	0	0	4
Vancouver Canucks	1	1	1	0	0	0	2	0
Some other NHL team	7	0	4	3	10	9	11	4
Don't support any one team	2	0	4	0	4	2	4	0

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Toronto Maple Leafs: Playoffs this year

'Will the Toronto Maple Leafs make it to the playoffs this year or not?'

[NHL Fans]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	407	86	51	85	89	96	236	171
Yes	54	52	58	52	61	46	65	40
No	30	41	23	30	16	27	26	35
Don't know	16	6	19	18	23	27	9	26

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	407	155	78	98	76
Yes	54	53	55	58	50
No	30	30	27	28	34
Don't know	16	16	18	15	16

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	407	44	47	51	58	51	81	21
Yes	54	52	65	54	51	51	56	55
No	30	34	15	33	30	33	30	41
Don't know	16	13	20	13	19	15	14	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	407	70	95	160	82
Yes	54	66	58	45	57
No	30	19	22	40	27
Don't know	16	15	21	15	15

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Toronto Maple Leafs: Years before the Stanley Cup win

‘How many years do you think it will be before the Leafs win the Stanley Cup?’

[NHL Fans]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	407	86	51	85	89	96	236	171
This season	11	13	13	5	11	15	8	15
In the next 5 years	41	32	39	45	54	44	40	43
In between 5 and10 years	20	19	16	23	23	24	23	17
More than 10 years from now	15	20	12	18	8	9	20	8
Never	7	10	13	4	1	4	8	7
Don't know	6	6	7	7	3	4	2	10

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	407	155	78	98	76
This season	11	10	12	8	15
In the next 5 years	41	42	34	47	39
In between 5 and10 years	20	22	21	20	17
More than 10 years from now	15	14	14	10	20
Never	7	7	14	8	1
Don't know	6	4	5	6	8

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	407	44	47	51	58	51	81	21
This season	11	34	17	11	5	0	7	0
In the next 5 years	41	38	40	43	36	61	35	34
In between 5 and10 years	20	10	20	21	28	21	18	24
More than 10 years from now	15	4	7	22	23	6	18	37
Never	7	7	11	1	1	6	15	5
Don't know	6	7	5	1	8	6	7	0

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