

2005/2006 Hockey Season Study

April 19, 2006

Team favoured to win Stanley Cup

	Percent of Canadian Sports Fans											
	Total (1295) %	Males (778) %	Fem- ales (517) %	Atl [†] (66) %	Que (322) %	Ont (525) %	Prair- ies (199) %	BC (183) %	14-25 Years (155) %	26-34 Years (173) %	35-49 Years (409) %	50 Years+ (558) %
Ottawa Senators	32	36	25	34	28	40	21	22	26	35	33	32
Montreal Canadiens	14	12	17	23	33	9	7	3	18	13	14	14
Detroit Red Wings	13	15	10	7	12	12	14	19	7	14	14	15
Calgary Flames	8	8	7	–	1	5	25	13	5	8	10	7
Toronto Maple Leafs	5	4	7	8	2	9	2	2	10	5	4	5
Edmonton Oilers	4	2	6	–	–	1	19	3	4	5	3	3
Vancouver Canucks	4	3	5	2	*	1	1	22	6	1	3	4
Carolina Hurricanes	4	5	2	1	5	4	2	4	2	2	5	4
Colorado Avalanche	3	3	2	1	7	2	1	1	4	2	3	3
New York Rangers	2	2	2	3	2	3	1	1	2	3	2	2
Philadelphia Flyers	2	2	1	4	1	2	1	1	1	2	1	2

* Less than 0.5%

† Figures percentages on a base of less than 100 should be interpreted with caution.

Question: As you may know, the NHL Playoffs begin soon. Which team do you feel is the favourite to win the Stanley Cup the year?

Level of excitement for NHL games versus previous years

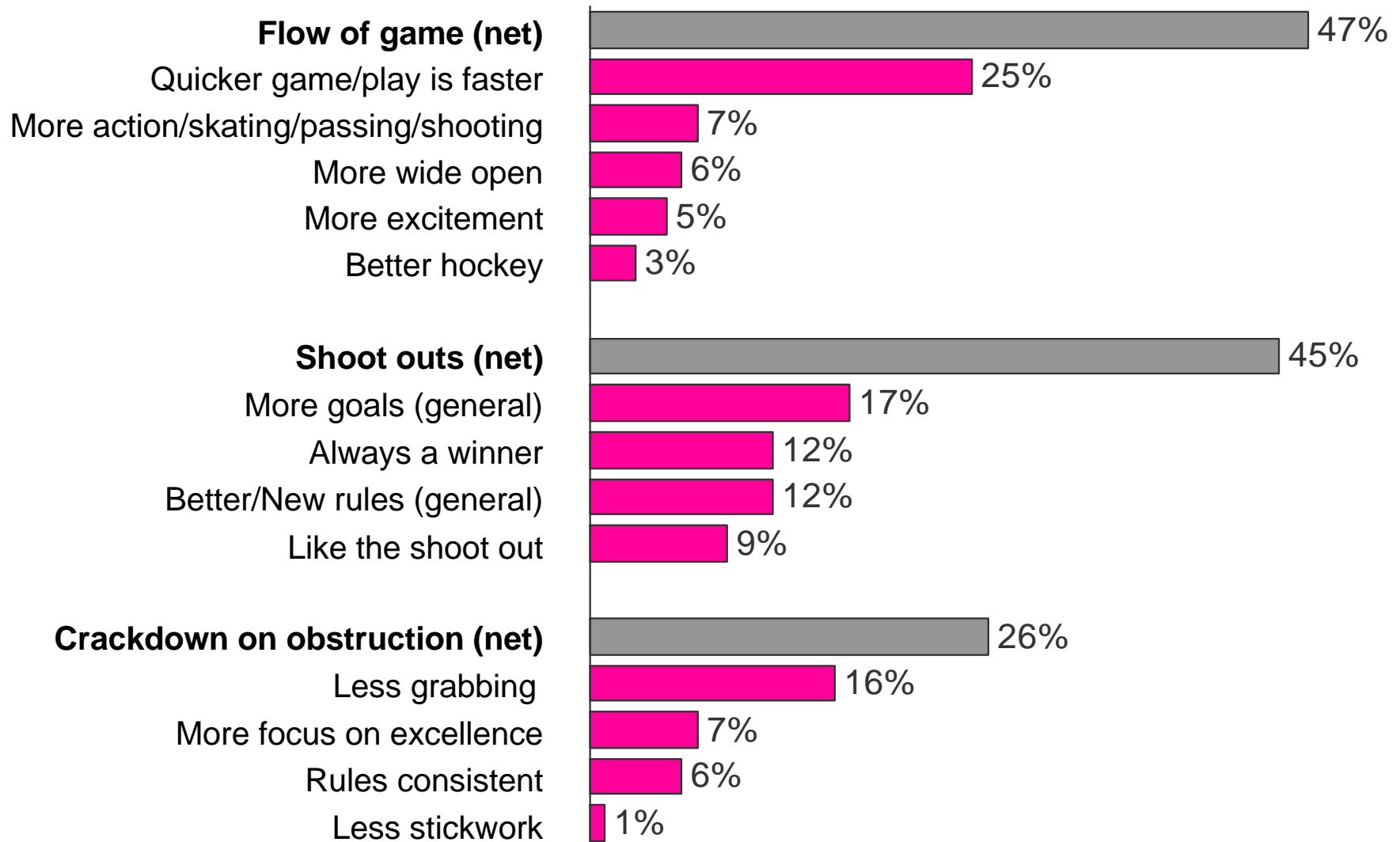
	Percent of Past 12 Month NHL Viewers											
	Total (1087) %	Males (681) %	Females (406) %	Atl [†] (58) %	Que (260) %	Ont (452) %	Prair- ies (166) %	BC (151) %	14-25 Years (123) %	26-34 Years (151) %	35-49 Years (350) %	50 Years+ (463) %
More exciting than previous years	49	59	33	47	59	43	55	45	43	48	52	49
About as exciting as previous years	32	26	43	33	28	33	35	33	39	31	29	32
Less exciting than previous years	19	15	25	20	13	24	10	22	18	21	18	19

† Figures percentages on a base of less than 100 should be interpreted with caution.

Question: The 2005/2006 NHL regular season is drawing to a close. Prior to the beginning of the season, a number of changes were made to the way in which the game was played.

Looking back on the 2005/2006 regular season, would you say that overall, NHL games were more exciting than in previous years, less exciting than in previous years or about as exciting as in previous years?

Volunteered Ways In Which NHL Games Were More Exciting Than Previous Years



% of NHL viewers indicating that NHL games were more exciting (n=538)

Question: What reasons do you have for saying that the 2005/2006 NHL regular season was more exciting? Please be as specific as possible.



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