

Which is your favourite Canadian National Hockey League (NHL) team?



| | GENDER | | AGE | | | REGION | | | | | | FEELINGS ON HOCKEY | | | | |
|--|--------|------|--------|-------|-------|--------|-----|---------|---------|---------|--------|--------------------|----------|--------|--------|------------|
| | Canada | Male | Female | 18-34 | 35-54 | 55+ | BC | Alberta | SK / MB | Ontario | Quebec | Atlantic | True fan | Mostly | Casual | Don't care |
| Vancouver Canucks | 10% | 13% | 6% | 9% | 10% | 10% | 58% | 1% | 0% | 3% | 2% | 4% | 11% | 15% | 10% | 2% |
| Calgary Flames | 4% | 4% | 4% | 4% | 5% | 4% | 2% | 4% | 27% | 4% | 2% | 0% | 3% | 6% | 4% | 4% |
| Edmonton Oilers | 8% | 10% | 6% | 9% | 8% | 7% | 3% | 40% | 15% | 2% | 5% | 4% | 12% | 13% | 6% | 1% |
| Winnipeg Jets | 5% | 7% | 3% | 4% | 5% | 5% | 1% | 3% | 36% | 2% | 1% | 1% | 10% | 5% | 4% | 2% |
| Ottawa Senators | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 1% | 1% | 3% | 2% | 3% | 3% | 2% | 3% | 1% |
| Toronto Maple Leafs | 24% | 21% | 28% | 26% | 24% | 23% | 8% | 4% | 16% | 56% | 4% | 34% | 32% | 31% | 25% | 10% |
| Montreal Canadiens | 22% | 23% | 22% | 24% | 19% | 24% | 8% | 4% | 4% | 7% | 62% | 25% | 24% | 23% | 29% | 12% |
| I don't have a favourite Canadian NHL team | 24% | 19% | 28% | 21% | 27% | 24% | 18% | 20% | 24% | 26% | 24% | 28% | 4% | 4% | 19% | 68% |

| | 2012 | 2023 |
|--|------|------|
| Vancouver Canucks | 11% | 10% |
| Calgary Flames | 5% | 4% |
| Edmonton Oilers | 5% | 8% |
| Winnipeg Jets | 4% | 5% |
| Ottawa Senators | 6% | 2% |
| Toronto Maple Leafs | 17% | 24% |
| Montreal Canadiens | 19% | 22% |
| I don't have a favourite Canadian NHL team | 32% | 24% |

And what is your most hated Canadian NHL team?



| | GENDER | | AGE | | | REGION | | | | | | FEELINGS ON HOCKEY | | | | |
|---|--------|------|--------|-------|-------|--------|-----|---------|---------|---------|--------|--------------------|----------|--------|--------|------------|
| | Canada | Male | Female | 18-34 | 35-54 | 55+ | BC | Alberta | SK / MB | Ontario | Quebec | Atlantic | True fan | Mostly | Casual | Don't care |
| Vancouver Canucks | 3% | 3% | 4% | 5% | 3% | 2% | 6% | 4% | 1% | 4% | 3% | 3% | 4% | 5% | 5% | 0% |
| Calgary Flames | 5% | 5% | 6% | 8% | 5% | 4% | 6% | 13% | 3% | 5% | 4% | 6% | 6% | 8% | 4% | 3% |
| Edmonton Oilers | 6% | 5% | 7% | 9% | 4% | 4% | 8% | 13% | 4% | 4% | 5% | 4% | 8% | 6% | 6% | 2% |
| Winnipeg Jets | 6% | 4% | 8% | 9% | 5% | 4% | 6% | 3% | 6% | 7% | 7% | 2% | 5% | 8% | 6% | 4% |
| Ottawa Senators | 6% | 6% | 5% | 5% | 6% | 5% | 3% | 3% | 4% | 8% | 6% | 4% | 7% | 6% | 6% | 2% |
| Toronto Maple Leafs | 17% | 22% | 12% | 17% | 20% | 15% | 17% | 17% | 17% | 13% | 25% | 11% | 28% | 19% | 15% | 8% |
| Montreal Canadiens | 10% | 18% | 2% | 6% | 10% | 13% | 27% | 17% | 20% | 12% | 5% | 18% | 7% | 10% | 10% | 13% |
| I don't have a most hated Canadian NHL team | 47% | 37% | 56% | 42% | 47% | 52% | 27% | 29% | 44% | 48% | 45% | 52% | 35% | 38% | 46% | 68% |

| | 2012 | 2023 |
|---|------|------|
| Vancouver Canucks | 4% | 3% |
| Calgary Flames | 3% | 5% |
| Edmonton Oilers | 3% | 6% |
| Winnipeg Jets | 1% | 6% |
| Ottawa Senators | 4% | 6% |
| Toronto Maple Leafs | 19% | 17% |
| Montreal Canadiens | 15% | 10% |
| I don't have a most hated Canadian NHL team | 51% | 47% |

Poll conducted by Research Co. on the Stanley Cup Playoffs in Canada - May 12, 2023

As you may know, the NHL teams listed below are still playing in the Stanley Cup playoffs this year. Even if none of these teams is your personal favourite, if you had to pick only one, which one of these teams would you root for during the playoffs?



| | GENDER | | AGE | | | REGION | | | | | | FEELINGS ON HOCKEY | | | | |
|--------------------------|--------|------|--------|-------|-------|--------|-----|---------|---------|---------|--------|--------------------|----------|--------|--------|------------|
| | Canada | Male | Female | 18-34 | 35-54 | 55+ | BC | Alberta | SK / MB | Ontario | Quebec | Atlantic | True fan | Mostly | Casual | Don't care |
| Seattle Kraken | 5% | 7% | 3% | 5% | 6% | 3% | 14% | 3% | 5% | 2% | 5% | 2% | 4% | 6% | 6% | 3% |
| Dallas Stars | 2% | 2% | 2% | 4% | 1% | 1% | 2% | 2% | 1% | 2% | 3% | 0% | 2% | 2% | 2% | 1% |
| Las Vegas Golden Knights | 4% | 5% | 5% | 8% | 5% | 1% | 2% | 8% | 4% | 3% | 7% | 4% | 4% | 6% | 3% | 5% |
| Edmonton Oilers | 26% | 31% | 21% | 21% | 29% | 28% | 30% | 67% | 47% | 7% | 25% | 19% | 32% | 29% | 22% | 23% |
| Florida Panthers | 4% | 5% | 3% | 3% | 5% | 4% | 2% | 3% | 7% | 3% | 6% | 3% | 6% | 5% | 3% | 4% |
| Toronto Maple Leafs | 53% | 44% | 61% | 52% | 48% | 58% | 40% | 14% | 30% | 79% | 47% | 70% | 46% | 46% | 60% | 59% |
| Carolina Hurricanes | 2% | 2% | 2% | 3% | 2% | 1% | 4% | 1% | 4% | 2% | 1% | 0% | 3% | 2% | 1% | 2% |
| New Jersey Devils | 4% | 4% | 3% | 4% | 4% | 3% | 4% | 2% | 2% | 2% | 7% | 2% | 3% | 4% | 4% | 3% |

You have not picked the Edmonton Oilers or the Toronto Maple Leafs as teams you would root for in the Stanley Cup playoffs. Why have you chosen other teams?



| | GENDER | | AGE | | | REGION | | | | | FEELINGS ON HOCKEY | | | | | |
|---|--------|------|--------|-------|-------|--------|-----|---------|---------|---------|--------------------|----------|----------|--------|--------|------------|
| | Canada | Male | Female | 18-34 | 35-54 | 55+ | BC | Alberta | SK / MB | Ontario | Quebec | Atlantic | True fan | Mostly | Casual | Don't care |
| I just don't know much about hockey | 20% | 20% | 20% | 22% | 20% | 16% | 17% | 4% | 24% | 28% | 14% | 58% | 7% | 14% | 20% | 43% |
| I have a favourite NHL team and I will not root for any other | 23% | 25% | 21% | 28% | 25% | 12% | 22% | 49% | 9% | 22% | 23% | 14% | 26% | 31% | 24% | 7% |
| I just don't like the Edmonton Oilers | 22% | 21% | 26% | 26% | 15% | 28% | 34% | 34% | 32% | 21% | 16% | 7% | 35% | 24% | 18% | 9% |
| I just don't like the Toronto Maple Leafs | 33% | 31% | 36% | 32% | 32% | 38% | 49% | 27% | 35% | 30% | 30% | 21% | 52% | 37% | 31% | 9% |
| None of these | 24% | 25% | 20% | 11% | 29% | 36% | 19% | 13% | 31% | 23% | 26% | 14% | 13% | 20% | 22% | 45% |

Do you have a favourable or unfavourable opinion of each of the following people?



| | GENDER | | AGE | | | REGION | | | | | | FEELINGS ON HOCKEY | | | | |
|---------------------------------|--------|------|--------|-------|-------|--------|-----|---------|---------|---------|--------|--------------------|----------|--------|--------|------------|
| | Canada | Male | Female | 18-34 | 35-54 | 55+ | BC | Alberta | SK / MB | Ontario | Quebec | Atlantic | True fan | Mostly | Casual | Don't care |
| Don Cherry | | | | | | | | | | | | | | | | |
| Very favourable | 18% | 22% | 13% | 10% | 21% | 20% | 14% | 19% | 25% | 19% | 9% | 26% | 31% | 20% | 15% | 6% |
| Moderately favourable | 27% | 27% | 28% | 28% | 25% | 29% | 31% | 23% | 35% | 29% | 20% | 37% | 32% | 34% | 28% | 16% |
| Moderately unfavourable | 16% | 17% | 15% | 14% | 15% | 19% | 21% | 16% | 13% | 15% | 16% | 15% | 18% | 17% | 17% | 13% |
| Very unfavourable | 14% | 14% | 12% | 9% | 14% | 17% | 17% | 11% | 9% | 12% | 17% | 12% | 16% | 10% | 13% | 15% |
| I don't know who this person is | 9% | 7% | 12% | 18% | 7% | 4% | 7% | 11% | 7% | 7% | 17% | 2% | 1% | 7% | 8% | 19% |
| Not sure | 16% | 13% | 20% | 21% | 18% | 10% | 10% | 19% | 11% | 18% | 22% | 8% | 3% | 11% | 19% | 31% |
| Sidney Crosby | | | | | | | | | | | | | | | | |
| Very favourable | 35% | 39% | 29% | 22% | 36% | 43% | 35% | 34% | 26% | 27% | 39% | 48% | 56% | 37% | 33% | 14% |
| Moderately favourable | 36% | 35% | 38% | 38% | 33% | 39% | 40% | 31% | 40% | 42% | 32% | 30% | 26% | 41% | 45% | 33% |
| Moderately unfavourable | 5% | 7% | 5% | 11% | 4% | 3% | 5% | 6% | 10% | 4% | 6% | 8% | 9% | 7% | 3% | 3% |
| Very unfavourable | 3% | 2% | 3% | 4% | 4% | 1% | 2% | 1% | 6% | 2% | 3% | 3% | 3% | 3% | 1% | 4% |
| I don't know who this person is | 6% | 4% | 8% | 8% | 7% | 4% | 7% | 7% | 7% | 7% | 5% | 3% | 2% | 3% | 4% | 14% |
| Not sure | 15% | 12% | 17% | 17% | 17% | 11% | 11% | 21% | 11% | 18% | 14% | 9% | 4% | 9% | 13% | 33% |
| Wayne Gretzky | | | | | | | | | | | | | | | | |
| Very favourable | 43% | 46% | 39% | 30% | 45% | 50% | 46% | 39% | 33% | 37% | 48% | 48% | 61% | 48% | 39% | 26% |
| Moderately favourable | 33% | 31% | 36% | 33% | 31% | 36% | 35% | 30% | 40% | 38% | 26% | 34% | 27% | 33% | 40% | 33% |
| Moderately unfavourable | 5% | 6% | 5% | 7% | 4% | 6% | 3% | 4% | 6% | 7% | 5% | 7% | 6% | 7% | 4% | 4% |
| Very unfavourable | 3% | 3% | 3% | 4% | 2% | 1% | 2% | 4% | 5% | 2% | 2% | 3% | 4% | 3% | 1% | 2% |
| I don't know who this person is | 5% | 5% | 5% | 9% | 4% | 1% | 5% | 6% | 6% | 3% | 8% | 0% | 1% | 2% | 5% | 9% |
| Not sure | 11% | 10% | 12% | 16% | 13% | 6% | 9% | 16% | 9% | 13% | 11% | 8% | 2% | 6% | 10% | 26% |
| Mario Lemieux | | | | | | | | | | | | | | | | |
| Very favourable | 32% | 38% | 25% | 18% | 33% | 42% | 33% | 24% | 31% | 23% | 39% | 40% | 55% | 34% | 29% | 12% |
| Moderately favourable | 35% | 34% | 35% | 27% | 37% | 39% | 38% | 38% | 39% | 37% | 26% | 34% | 32% | 44% | 37% | 28% |
| Moderately unfavourable | 4% | 5% | 3% | 8% | 2% | 1% | 3% | 5% | 4% | 4% | 5% | 2% | 6% | 6% | 1% | 2% |
| Very unfavourable | 2% | 1% | 2% | 2% | 2% | 0% | 0% | 1% | 3% | 2% | 2% | 2% | 3% | 1% | 0% | 2% |
| I don't know who this person is | 10% | 8% | 14% | 21% | 8% | 5% | 10% | 12% | 12% | 12% | 10% | 12% | 1% | 7% | 12% | 20% |
| Not sure | 17% | 14% | 21% | 23% | 18% | 12% | 16% | 20% | 11% | 21% | 18% | 11% | 4% | 8% | 21% | 35% |
| Ken Dryden | | | | | | | | | | | | | | | | |
| Very favourable | 25% | 30% | 18% | 7% | 20% | 42% | 26% | 19% | 22% | 17% | 32% | 26% | 44% | 21% | 22% | 12% |
| Moderately favourable | 28% | 29% | 26% | 23% | 28% | 33% | 32% | 19% | 33% | 29% | 24% | 34% | 32% | 37% | 25% | 19% |
| Moderately unfavourable | 6% | 8% | 4% | 10% | 6% | 2% | 7% | 7% | 9% | 4% | 6% | 4% | 8% | 9% | 3% | 2% |
| Very unfavourable | 2% | 2% | 2% | 3% | 3% | 1% | 1% | 1% | 4% | 3% | 1% | 2% | 3% | 3% | 1% | 2% |
| I don't know who this person is | 19% | 14% | 25% | 31% | 20% | 10% | 15% | 27% | 13% | 22% | 19% | 20% | 4% | 15% | 24% | 32% |
| Not sure | 20% | 17% | 24% | 26% | 24% | 12% | 19% | 27% | 18% | 24% | 17% | 14% | 7% | 15% | 24% | 33% |
| John Tavares | | | | | | | | | | | | | | | | |
| Very favourable | 17% | 21% | 12% | 13% | 17% | 19% | 16% | 18% | 12% | 20% | 13% | 18% | 38% | 20% | 7% | 3% |
| Moderately favourable | 30% | 35% | 24% | 25% | 33% | 31% | 31% | 28% | 45% | 30% | 26% | 24% | 40% | 42% | 29% | 10% |
| Moderately unfavourable | 6% | 7% | 6% | 10% | 4% | 4% | 5% | 6% | 3% | 8% | 7% | 5% | 9% | 8% | 3% | 4% |
| Very unfavourable | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 4% | 1% | 1% | 2% | 2% | 2% | 0% | 1% |
| I don't know who this person is | 23% | 17% | 30% | 24% | 21% | 26% | 28% | 17% | 17% | 20% | 30% | 28% | 4% | 13% | 30% | 46% |
| Not sure | 22% | 18% | 27% | 25% | 23% | 20% | 20% | 30% | 19% | 21% | 23% | 24% | 7% | 16% | 30% | 35% |
| Connor McDavid | | | | | | | | | | | | | | | | |
| Very favourable | 23% | 30% | 16% | 17% | 27% | 25% | 19% | 33% | 22% | 18% | 23% | 28% | 48% | 31% | 13% | 4% |
| Moderately favourable | 28% | 31% | 25% | 27% | 29% | 29% | 38% | 28% | 36% | 30% | 18% | 27% | 35% | 35% | 31% | 12% |
| Moderately unfavourable | 5% | 7% | 5% | 10% | 3% | 4% | 7% | 5% | 5% | 6% | 7% | 4% | 8% | 6% | 5% | 2% |
| Very unfavourable | 3% | 3% | 2% | 4% | 2% | 2% | 1% | 3% | 7% | 3% | 1% | 4% | 3% | 4% | 1% | 2% |
| I don't know who this person is | 22% | 15% | 28% | 23% | 19% | 23% | 16% | 15% | 18% | 22% | 30% | 21% | 2% | 12% | 27% | 43% |
| Not sure | 19% | 14% | 24% | 20% | 20% | 18% | 19% | 16% | 12% | 21% | 21% | 16% | 3% | 12% | 22% | 37% |

Thinking about professional hockey, which of these statements comes closest to your own point of view?



| | GENDER | | AGE | | | REGION | | | | | | FEELINGS ON HOCKEY | | | | |
|--|--------|------|--------|-------|-------|--------|-----|---------|---------|---------|--------|--------------------|----------|--------|--------|------------|
| | Canada | Male | Female | 18-34 | 35-54 | 55+ | BC | Alberta | SK / MB | Ontario | Quebec | Atlantic | True fan | Mostly | Casual | Don't care |
| I am a hockey fan, I truly enjoy watching the game | 24% | 34% | 14% | 21% | 27% | 23% | 25% | 24% | 31% | 22% | 20% | 31% | 100% | 0% | 0% | 0% |
| I watch hockey as much as I can, but I don't follow it all the time | 24% | 25% | 24% | 25% | 24% | 23% | 29% | 29% | 21% | 25% | 23% | 17% | 0% | 100% | 0% | 0% |
| I will watch a hockey game now and then, but it's not my favourite sport | 27% | 23% | 32% | 30% | 23% | 28% | 31% | 26% | 24% | 26% | 28% | 29% | 0% | 0% | 100% | 0% |
| I don't really care for hockey | 25% | 18% | 31% | 24% | 26% | 25% | 15% | 21% | 24% | 27% | 30% | 23% | 0% | 0% | 0% | 100% |