

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



	FEELINGS ON HOCKEY					ETHNICITY				ANNUAL HOUSEHOLD INCOME		
	Canada	True Fan	Mostly	Casual	Don't care	Indigenous	East Asian	European	South Asian	<\$50k	\$50k-100k	\$100k+
I am a hockey fan, I truly enjoy watching the game	24%	100%	0%	0%	0%	35%	17%	25%	28%	23%	24%	28%
I watch hockey as much as I can, but I don't follow it all the time	22%	0%	100%	0%	0%	23%	20%	21%	36%	22%	24%	19%
I will watch a hockey game now and then, but it's not my favourite sport	28%	0%	0%	100%	0%	26%	30%	30%	22%	26%	27%	33%
I don't really care for hockey	26%	0%	0%	0%	100%	15%	33%	24%	14%	29%	25%	21%

Poll conducted by Research Co. on Hockey in Canada - May 17, 2024

In your view, has professional hockey become a more violent sport over the past five years?



	FEELINGS ON HOCKEY					ETHNICITY			ANNUAL HOUSEHOLD INCOME			
	Canada	True Fan	Mostly	Casual	Don't care	Indigenous	East Asian	European	South Asian	<\$50k	\$50k-100k	\$100k+
Yes	33%	34%	34%	32%	32%	40%	23%	32%	55%	33%	33%	32%
No	40%	61%	52%	34%	18%	42%	46%	43%	22%	36%	42%	46%
Not sure	27%	5%	14%	34%	50%	19%	31%	25%	22%	30%	26%	22%

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Would you consider taking any of the following actions as a result of recent violent incidents in hockey?



	FEELINGS ON HOCKEY					ETHNICITY				ANNUAL HOUSEHOLD INCOME		
	Canada	True Fan	Mostly	Casual	Don't care	Indigenous	East Asian	European	South Asian	<\$50k	\$50k-100k	\$100k+
<b>Encourage your kids to avoid playing hockey</b>												
Definitely would	8%	10%	4%	9%	8%	5%	3%	8%	17%	7%	8%	11%
Probably would	17%	20%	13%	18%	15%	20%	21%	15%	21%	17%	15%	18%
Probably would not	21%	22%	31%	23%	12%	13%	21%	18%	28%	18%	27%	19%
Definitely would not	23%	30%	26%	21%	13%	46%	21%	24%	16%	18%	21%	33%
Not applicable / Not sure	31%	17%	25%	29%	52%	15%	33%	36%	18%	40%	29%	20%
<b>Watch fewer hockey games than you currently do</b>												
Definitely would	8%	11%	5%	6%	10%	2%	7%	7%	11%	8%	8%	7%
Probably would	17%	17%	19%	22%	10%	13%	21%	14%	26%	17%	17%	16%
Probably would not	26%	26%	42%	30%	8%	30%	28%	26%	30%	26%	27%	26%
Definitely would not	24%	43%	26%	18%	9%	37%	17%	26%	10%	19%	24%	31%
Not applicable / Not sure	25%	3%	8%	23%	63%	18%	27%	27%	23%	29%	24%	19%
<b>Refrain from buying products from companies that sponsor professional hockey</b>												
Definitely would	8%	11%	4%	6%	10%	9%	9%	7%	14%	7%	9%	6%
Probably would	16%	19%	19%	15%	12%	10%	18%	14%	26%	20%	13%	13%
Probably would not	27%	23%	38%	32%	16%	23%	30%	27%	26%	23%	29%	30%
Definitely would not	25%	40%	26%	23%	14%	48%	18%	28%	16%	22%	27%	30%
Not applicable / Not sure	24%	8%	14%	24%	48%	10%	26%	24%	17%	27%	22%	20%

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How would you rate the efforts of the National Hockey League (NHL) in looking after the safety of its players?



	FEELINGS ON HOCKEY					ETHNICITY				ANNUAL HOUSEHOLD INCOME		
	Canada	True Fan	Mostly	Casual	Don't care	Indigenous	East Asian	European	South Asian	<\$50k	\$50k-100k	\$100k+
Very good	14%	33%	15%	7%	3%	38%	5%	14%	18%	12%	17%	12%
Good	43%	53%	59%	42%	23%	37%	41%	43%	45%	48%	41%	44%
Bad	15%	7%	16%	19%	17%	2%	22%	16%	22%	12%	16%	17%
Very bad	5%	2%	4%	5%	7%	5%	0%	6%	3%	4%	4%	6%

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All things considered, do you support or oppose each of the following proposals?



	FEELINGS ON HOCKEY					ETHNICITY				ANNUAL HOUSEHOLD INCOME		
	Canada	True Fan	Mostly	Casual	Don't care	Indigenous	East Asian	European	South Asian	<\$50k	\$50k-100k	\$100k+
<i>Banning head shots in professional hockey</i>												
Strongly support	53%	56%	40%	60%	53%	37%	48%	62%	40%	49%	56%	53%
Moderately support	23%	25%	31%	23%	15%	25%	28%	19%	35%	24%	21%	26%
Moderately oppose	10%	9%	19%	6%	7%	21%	6%	7%	12%	12%	9%	6%
Strongly oppose	4%	6%	5%	3%	2%	13%	3%	4%	2%	3%	5%	4%
Not sure	11%	5%	6%	8%	23%	3%	14%	8%	10%	11%	9%	11%
<i>Banning fighting in professional hockey</i>												
Strongly support	34%	24%	28%	39%	44%	17%	27%	36%	44%	34%	36%	33%
Moderately support	27%	26%	31%	28%	22%	37%	37%	25%	31%	27%	25%	29%
Moderately oppose	17%	20%	24%	17%	10%	5%	21%	17%	10%	17%	19%	15%
Strongly oppose	13%	24%	14%	10%	4%	38%	2%	14%	9%	11%	13%	14%
Not sure	9%	5%	3%	6%	21%	3%	13%	8%	6%	11%	7%	9%

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In your view, what impact, if any, would the following actions have on the game of hockey?



	FEELINGS ON HOCKEY					ETHNICITY			ANNUAL HOUSEHOLD INCOME			
	Canada	True Fan	Mostly	Casual	Don't care	Indigenous	East Asian	European	South Asian	<\$50k	\$50k-100k	\$100k+
<b><i>Banning head shots in professional hockey</i></b>												
Hockey would be better off	63%	67%	60%	70%	55%	44%	56%	69%	53%	59%	65%	67%
Hockey would be no better or worse off	18%	20%	22%	17%	15%	28%	26%	16%	26%	21%	18%	15%
Hockey would be worse off	5%	6%	9%	3%	3%	20%	2%	5%	6%	6%	5%	5%
Not sure	13%	7%	8%	10%	27%	8%	16%	10%	15%	14%	12%	13%
<b><i>Banning fighting in professional hockey</i></b>												
Hockey would be better off	44%	39%	35%	55%	46%	24%	41%	47%	61%	42%	45%	49%
Hockey would be no better or worse off	25%	26%	37%	20%	19%	31%	32%	25%	26%	27%	26%	20%
Hockey would be worse off	18%	28%	20%	16%	8%	38%	8%	18%	5%	16%	19%	19%
Not sure	13%	7%	8%	9%	26%	7%	18%	10%	9%	15%	10%	12%