

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 | 31% | 100% | 0% | 0% | 0% | 36% | 27% | 32% | 28% | 24% | 35% | 37% |
| I watch hockey as much as I can, but I don't follow it all the time | 24% | 0% | 100% | 0% | 0% | 30% | 26% | 21% | 38% | 23% | 26% | 26% |
| I will watch a hockey game now and then, but it's not my favourite sport | 21% | 0% | 0% | 100% | 0% | 18% | 31% | 24% | 12% | 19% | 21% | 22% |
| I don't really care for hockey | 24% | 0% | 0% | 0% | 100% | 16% | 16% | 23% | 21% | 34% | 18% | 16% |

Poll conducted by Research Co. on Hockey in Canada - May 7, 2026

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



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| | Canada | True Fan | Mostly | Casual | Don't care | Indigenous | East Asian | European | South Asian | <\$50k | \$50k-100k | \$100k+ |
| Yes | 31% | 33% | 37% | 30% | 23% | 38% | 34% | 26% | 58% | 29% | 33% | 32% |
| No | 45% | 62% | 50% | 39% | 23% | 41% | 33% | 50% | 27% | 41% | 48% | 48% |
| Not sure | 24% | 5% | 13% | 31% | 53% | 22% | 33% | 24% | 16% | 30% | 19% | 20% |

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



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| | Canada | True Fan | Mostly | Casual | Don't care | Indigenous | East Asian | European | South Asian | <\$50k | \$50k-100k | \$100k+ |
| Encourage your kids to avoid playing hockey | | | | | | | | | | | | |
| Definitely would | 10% | 14% | 9% | 8% | 8% | 10% | 12% | 8% | 13% | 7% | 14% | 11% |
| Probably would | 16% | 15% | 29% | 12% | 7% | 15% | 19% | 11% | 30% | 16% | 16% | 17% |
| Probably would not | 18% | 11% | 25% | 27% | 13% | 16% | 27% | 15% | 25% | 18% | 18% | 18% |
| Definitely would not | 28% | 48% | 21% | 20% | 14% | 39% | 16% | 32% | 15% | 26% | 27% | 32% |
| Not applicable / Not sure | 28% | 12% | 15% | 33% | 58% | 20% | 26% | 34% | 18% | 34% | 24% | 22% |
| Watch fewer hockey games than you currently do | | | | | | | | | | | | |
| Definitely would | 11% | 16% | 9% | 9% | 9% | 11% | 11% | 8% | 14% | 9% | 14% | 11% |
| Probably would | 17% | 14% | 28% | 20% | 7% | 18% | 29% | 12% | 38% | 19% | 17% | 14% |
| Probably would not | 22% | 19% | 33% | 27% | 10% | 25% | 24% | 21% | 12% | 18% | 21% | 28% |
| Definitely would not | 27% | 49% | 21% | 19% | 10% | 31% | 19% | 31% | 20% | 22% | 29% | 31% |
| Not applicable / Not sure | 23% | 3% | 8% | 25% | 63% | 16% | 17% | 27% | 15% | 32% | 18% | 16% |
| Refrain from buying products from companies that sponsor professional hockey | | | | | | | | | | | | |
| Definitely would | 9% | 13% | 9% | 5% | 8% | 8% | 15% | 7% | 7% | 7% | 11% | 9% |
| Probably would | 16% | 15% | 26% | 16% | 7% | 15% | 17% | 11% | 34% | 16% | 17% | 15% |
| Probably would not | 21% | 17% | 33% | 24% | 14% | 23% | 21% | 19% | 22% | 18% | 26% | 21% |
| Definitely would not | 29% | 48% | 22% | 25% | 15% | 36% | 23% | 35% | 17% | 27% | 26% | 37% |
| Not applicable / Not sure | 24% | 7% | 10% | 30% | 56% | 18% | 23% | 28% | 20% | 31% | 20% | 19% |

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



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| | Canada | True Fan | Mostly | Casual | Don't care | Indigenous | East Asian | European | South Asian | <\$50k | \$50k-100k | \$100k+ |
| Very good | 20% | 39% | 17% | 11% | 4% | 33% | 14% | 15% | 29% | 17% | 21% | 20% |
| Good | 43% | 48% | 58% | 40% | 24% | 31% | 47% | 42% | 45% | 36% | 48% | 49% |
| Bad | 11% | 6% | 16% | 17% | 10% | 11% | 19% | 12% | 14% | 15% | 9% | 10% |
| Very bad | 5% | 3% | 3% | 7% | 8% | 6% | 5% | 6% | 2% | 5% | 5% | 5% |
| Not sure | 21% | 4% | 6% | 25% | 54% | 19% | 15% | 24% | 10% | 27% | 18% | 16% |

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



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| | 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 | 49% | 57% | 34% | 59% | 46% | 49% | 51% | 59% | 44% | 45% | 52% | 51% |
| Moderately support | 25% | 27% | 35% | 25% | 14% | 14% | 37% | 23% | 32% | 24% | 25% | 29% |
| Moderately oppose | 11% | 6% | 21% | 8% | 8% | 17% | 3% | 6% | 18% | 13% | 9% | 9% |
| Strongly oppose | 5% | 7% | 5% | 3% | 5% | 7% | 2% | 5% | 0% | 5% | 7% | 4% |
| Not sure | 10% | 4% | 5% | 4% | 28% | 12% | 7% | 7% | 6% | 13% | 7% | 7% |
| <i>Banning fighting in professional hockey</i> | | | | | | | | | | | | |
| Strongly support | 31% | 27% | 24% | 36% | 40% | 30% | 33% | 33% | 33% | 32% | 32% | 26% |
| Moderately support | 26% | 22% | 38% | 27% | 16% | 13% | 35% | 23% | 32% | 24% | 25% | 30% |
| Moderately oppose | 18% | 20% | 23% | 21% | 10% | 20% | 11% | 20% | 20% | 18% | 18% | 19% |
| Strongly oppose | 15% | 27% | 13% | 11% | 6% | 25% | 11% | 16% | 4% | 13% | 16% | 18% |
| Not sure | 10% | 4% | 3% | 5% | 27% | 13% | 10% | 8% | 11% | 12% | 8% | 7% |

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



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| | Canada | True Fan | Mostly | Casual | Don't care | Indigenous | East Asian | European | South Asian | <\$50k | \$50k-100k | \$100k+ |
| Banning head shots in professional hockey | | | | | | | | | | | | |
| Hockey would be better off | 58% | 66% | 49% | 65% | 49% | 57% | 65% | 65% | 60% | 55% | 60% | 58% |
| Hockey would be no better or worse off | 20% | 19% | 26% | 25% | 12% | 15% | 20% | 18% | 17% | 16% | 21% | 23% |
| Hockey would be worse off | 8% | 8% | 13% | 3% | 7% | 12% | 8% | 6% | 7% | 9% | 7% | 7% |
| Not sure | 15% | 7% | 13% | 7% | 33% | 16% | 8% | 11% | 17% | 21% | 11% | 11% |
| Banning fighting in professional hockey | | | | | | | | | | | | |
| Hockey would be better off | 37% | 32% | 31% | 45% | 44% | 30% | 48% | 40% | 46% | 36% | 37% | 38% |
| Hockey would be no better or worse off | 28% | 30% | 37% | 30% | 13% | 25% | 28% | 27% | 19% | 22% | 33% | 27% |
| Hockey would be worse off | 20% | 30% | 21% | 15% | 9% | 24% | 14% | 22% | 13% | 20% | 19% | 22% |
| Not sure | 15% | 8% | 11% | 9% | 34% | 21% | 11% | 12% | 21% | 22% | 11% | 13% |