

Q1. How interested are you in hockey?
Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
Very interested	23%	15%	32%	15%	22%	20%	26%	24%
Somewhat interested	26%	23%	29%	24%	25%	26%	28%	26%
Not very interested	24%	25%	22%	36%	24%	25%	21%	26%
Not at all interested	25%	34%	15%	22%	27%	27%	23%	22%
Not sure	2%	3%	1%	2%	2%	2%	3%	2%

Q1. How interested are you in hockey?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region								Hockey Following		
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
Very interested	22%	19%	22%	30%	30%	30%	28%	24%	31%	47%	0%
Somewhat interested	33%	29%	23%	25%	24%	27%	32%	27%	25%	53%	0%
Not very interested	17%	21%	27%	27%	26%	28%	20%	22%	25%	0%	47%
Not at all interested	27%	29%	25%	18%	20%	14%	20%	27%	17%	0%	49%
Not sure	1%	1%	4%	0%	0%	1%	0%	1%	2%	0%	4%

Q2. How important is hockey to your own sense of Canadian identity?

Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
Very important	17%	13%	21%	15%	17%	16%	19%	16%
Somewhat important	23%	20%	27%	19%	22%	22%	24%	23%
Not very important	28%	28%	28%	33%	28%	31%	25%	28%
Not important at all	28%	35%	20%	32%	28%	27%	27%	31%
Not sure	4%	4%	4%	2%	5%	4%	5%	2%

Q2. How important is hockey to your own sense of Canadian identity?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region								Hockey Following		
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
Very important	15%	20%	14%	24%	26%	21%	13%	20%	18%	28%	6%
Somewhat important	18%	22%	24%	23%	21%	27%	37%	17%	26%	30%	16%
Not very important	37%	26%	29%	28%	28%	29%	18%	25%	29%	26%	29%
Not important at all	28%	31%	29%	24%	25%	21%	30%	32%	20%	11%	45%
Not sure	2%	1%	5%	1%	1%	1%	2%	5%	7%	4%	4%

Q3. When your favourite NHL team is out of the playoffs, do you generally cheer for another Canadian team because it is Canadian?
Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
Yes	43%	42%	45%	35%	35%	43%	47%	46%
No	5%	3%	7%	7%	7%	4%	4%	5%
It depends on which Canadian team	13%	8%	19%	14%	15%	11%	12%	14%
You do not have a favourite NHL team	35%	43%	27%	38%	37%	40%	32%	32%
Not sure	4%	5%	3%	7%	6%	3%	4%	3%

Q3. When your favourite NHL team is out of the playoffs, do you generally cheer for another Canadian team because it is Canadian?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region								Hockey Following		
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
Yes	50%	47%	39%	42%	43%	41%	45%	38%	44%	63%	23%
No	7%	4%	4%	9%	8%	10%	10%	7%	6%	7%	3%
It depends on which Canadian team	7%	10%	13%	19%	19%	18%	15%	15%	20%	18%	9%
You do not have a favourite NHL team	33%	35%	40%	29%	29%	29%	30%	37%	26%	10%	60%
Not sure	4%	4%	4%	2%	1%	2%	0%	3%	4%	2%	5%

Q4. How concerned are you about Canadian NHL teams’ ability to keep their best American players?

Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
Extremely concerned	10%	10%	10%	7%	8%	10%	13%	8%
Very concerned	18%	18%	17%	23%	14%	20%	19%	19%
Somewhat concerned	32%	35%	30%	28%	31%	29%	35%	33%
Slightly concerned	17%	17%	17%	21%	23%	17%	11%	17%
Not at all concerned	17%	15%	19%	18%	18%	18%	14%	17%
Not sure	6%	5%	8%	2%	6%	6%	7%	6%

Q4. How concerned are you about Canadian NHL teams’ ability to keep their best American players?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region								Hockey Following		
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
Extremely concerned	6%	13%	11%	15%	17%	11%	7%	4%	8%	15%	5%
Very concerned	15%	20%	18%	20%	18%	23%	15%	20%	13%	23%	13%
Somewhat concerned	48%	35%	30%	30%	29%	32%	28%	23%	32%	35%	29%
Slightly concerned	14%	10%	18%	19%	19%	19%	20%	24%	21%	14%	19%
Not at all concerned	12%	16%	16%	14%	16%	11%	25%	21%	19%	8%	26%
Not sure	5%	5%	7%	3%	2%	3%	5%	8%	7%	5%	7%

Q5. How closely have you followed news about the dispute between goaltender Connor Hellebuyck and the Winnipeg Jets over his request to be traded?
Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
Very closely	6%	4%	7%	4%	5%	5%	6%	7%
Somewhat closely	14%	11%	18%	11%	16%	13%	12%	17%
Not very closely	22%	19%	24%	25%	23%	19%	26%	20%
Not at all	52%	58%	45%	54%	53%	54%	50%	51%
Not sure	6%	7%	5%	5%	4%	8%	6%	6%

Q5. How closely have you followed news about the dispute between goaltender Connor Hellebuyck and the Winnipeg Jets over his request to be traded?
Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region								Hockey Following		
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
Very closely	1%	5%	4%	20%	26%	10%	10%	6%	7%	10%	2%
Somewhat closely	17%	16%	14%	28%	26%	31%	7%	14%	12%	23%	6%
Not very closely	24%	19%	24%	24%	23%	26%	20%	24%	18%	28%	16%
Not at all	54%	53%	51%	25%	23%	29%	58%	51%	58%	35%	68%
Not sure	4%	7%	6%	3%	2%	3%	5%	5%	6%	4%	8%

Connor Hellebuyck is an American goaltender for the Winnipeg Jets. He has requested a trade with five years remaining on a seven-year contract, saying moving on is best for him and his family. The Jets say they want a suitable return.

He missed training camp and was suspended without pay. Sportsnet has since reported that he told the team he was willing to return, although his return to the lineup remains unresolved.

Q6. Taking this information into account, where do your sympathies lie?

Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
More with Hellebuyck	12%	10%	15%	4%	13%	13%	12%	10%
More with the Jets	45%	48%	42%	47%	41%	47%	42%	51%
Equally with both	21%	18%	24%	21%	20%	22%	20%	22%
With neither	8%	9%	7%	16%	9%	7%	12%	5%
Not sure	14%	16%	13%	12%	18%	12%	14%	13%

Connor Hellebuyck is an American goaltender for the Winnipeg Jets. He has requested a trade with five years remaining on a seven-year contract, saying moving on is best for him and his family. The Jets say they want a suitable return.

He missed training camp and was suspended without pay. Sportsnet has since reported that he told the team he was willing to return, although his return to the lineup remains unresolved.

Q6. Taking this information into account, where do your sympathies lie?
Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region									Hockey Following	
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
More with Hellebuyck	19%	10%	12%	13%	13%	15%	15%	8%	14%	16%	9%
More with the Jets	37%	47%	48%	50%	54%	42%	42%	46%	35%	49%	41%
Equally with both	23%	21%	17%	21%	19%	24%	20%	27%	26%	20%	22%
With neither	7%	7%	8%	10%	10%	11%	13%	9%	9%	8%	8%
Not sure	13%	15%	15%	6%	5%	8%	10%	10%	16%	8%	20%

Q7. If Hellebuyck is willing and eligible to play but still wants a trade, which approach do you think the Winnipeg Jets should take?

Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
Allow him to return to the lineup while waiting for an acceptable trade offer, even if the dispute continues	31%	30%	32%	28%	30%	29%	31%	35%
Refuse a trade and keep him out of the lineup for the rest of his contract to discourage similar demands, even if Winnipeg must keep paying him	29%	33%	23%	36%	24%	33%	31%	28%
Trade him for the best available offer, even if Winnipeg receives less than it considers fair value	30%	26%	35%	24%	36%	31%	28%	24%
Not sure	10%	10%	10%	12%	11%	7%	10%	13%

Q7. If Hellebuyck is willing and eligible to play but still wants a trade, which approach do you think the Winnipeg Jets should take?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region									Hockey Following	
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
Allow him to return to the lineup while waiting for an acceptable trade offer, even if the dispute continues	22%	31%	31%	33%	31%	35%	50%	31%	31%	35%	27%
Refuse a trade and keep him out of the lineup for the rest of his contract to discourage similar demands, even if Winnipeg must keep paying him	32%	30%	28%	32%	35%	27%	25%	29%	27%	19%	38%
Trade him for the best available offer, even if Winnipeg receives less than it considers fair value	36%	27%	29%	31%	31%	31%	25%	33%	32%	39%	21%
Not sure	9%	12%	11%	5%	3%	7%	0%	8%	11%	6%	14%

Q8. If the choice were limited to the following two approaches, which would you prefer?
Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
Refuse a trade and keep Hellebuyck out of the lineup for the rest of his contract to discourage similar demands, even if Winnipeg must keep paying him and receives nothing in a trade	40%	45%	34%	43%	33%	43%	43%	41%
Trade him for the best available offer, even if Winnipeg receives less than it considers fair value and grants his request to leave	45%	40%	50%	43%	50%	47%	43%	39%
Not sure	15%	15%	15%	14%	17%	10%	13%	20%

Q8. If the choice were limited to the following two approaches, which would you prefer?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region							Hockey Following			
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
Refuse a trade and keep Hellebuyck out of the lineup for the rest of his contract to discourage similar demands, even if Winnipeg must keep paying him and receives nothing in a trade	43%	43%	40%	42%	42%	41%	40%	37%	35%	30%	49%
Trade him for the best available offer, even if Winnipeg receives less than it considers fair value and grants his request to leave	45%	38%	45%	52%	53%	50%	48%	51%	50%	58%	32%
Not sure	12%	19%	15%	7%	5%	9%	12%	12%	15%	11%	19%

Some prominent American NHL players have sought moves away from Canadian teams, while other American stars have chosen to stay.

Q9. Which statement comes closer to your view?

Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
These departures mainly reflect individual players' circumstances	24%	23%	25%	29%	21%	21%	27%	28%
These departures mainly reflect a broader problem attracting and keeping American stars on Canadian teams	36%	39%	34%	33%	40%	39%	35%	30%
Both equally	32%	33%	32%	28%	31%	33%	32%	34%
Not sure	8%	5%	10%	10%	9%	7%	6%	8%

Some prominent American NHL players have sought moves away from Canadian teams, while other American stars have chosen to stay.

Q9. Which statement comes closer to your view?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region									Hockey Following	
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
These departures mainly reflect individual players’ circumstances	27%	28%	21%	24%	21%	29%	23%	27%	22%	26%	22%
These departures mainly reflect a broader problem attracting and keeping American stars on Canadian teams	28%	41%	38%	42%	43%	40%	25%	31%	30%	33%	39%
Both equally	33%	27%	36%	32%	34%	29%	28%	30%	34%	36%	29%
Not sure	12%	3%	5%	2%	1%	3%	25%	12%	14%	5%	10%

Q10. Which of the following do you think is usually the biggest reason American NHL players seek to leave Canadian teams?

Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
A better chance of winning elsewhere	23%	22%	23%	24%	23%	20%	24%	23%
Financial considerations	16%	16%	17%	13%	19%	16%	14%	16%
Being closer to family or home	27%	26%	27%	29%	25%	28%	27%	27%
Pressure from fans and media	11%	9%	12%	10%	11%	12%	9%	11%
Political tensions between Canada and the United States	6%	6%	5%	11%	5%	4%	7%	7%
Another reason	4%	4%	4%	1%	3%	3%	5%	4%
Not sure	14%	16%	12%	13%	14%	16%	15%	11%

Q10. Which of the following do you think is usually the biggest reason American NHL players seek to leave Canadian teams?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region									Hockey Following	
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
A better chance of winning elsewhere	27%	22%	21%	24%	22%	27%	25%	25%	22%	23%	22%
Financial considerations	17%	14%	18%	16%	16%	17%	10%	17%	16%	19%	14%
Being closer to family or home	25%	28%	27%	27%	28%	25%	30%	30%	22%	27%	26%
Pressure from fans and media	9%	15%	8%	15%	15%	13%	7%	9%	13%	10%	11%
Political tensions between Canada and the United States	2%	5%	7%	8%	9%	6%	5%	4%	8%	7%	5%
Another reason	4%	4%	4%	5%	5%	4%	13%	5%	1%	4%	4%
Not sure	17%	12%	16%	6%	4%	8%	10%	10%	18%	10%	18%

Q11. When choosing players, which approach do you think Canadian NHL teams should take?

Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
Give greater priority to players who want to stay in Canada long term, even if that means passing on a more talented player	41%	41%	41%	42%	40%	45%	40%	39%
Give greater priority to the most talented players available, even if there is a greater risk they will eventually want to leave Canada	43%	43%	42%	45%	45%	42%	41%	43%
Not sure	16%	17%	16%	13%	15%	14%	18%	18%

Q11. When choosing players, which approach do you think Canadian NHL teams should take?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

	Region							Hockey Following			
	Atlantic	Quebec	Ontario	Manitoba	Winnipeg CMA	Rest of Manitoba	Saskatchewan	Alberta	BC	Hockey Followers	Non-Hockey Followers
Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
Give greater priority to players who want to stay in Canada long term, even if that means passing on a more talented player	44%	43%	40%	43%	46%	38%	40%	44%	37%	29%	53%
Give greater priority to the most talented players available, even if there is a greater risk they will eventually want to leave Canada	39%	43%	43%	49%	47%	51%	43%	38%	46%	57%	29%
Not sure	17%	14%	17%	8%	6%	11%	17%	17%	17%	14%	18%

The NHL’s salary cap limits what teams can spend on player salaries. However, differences in income taxes mean players earning the same salary can take home different amounts depending on where they play.

Some argue that teams in higher-tax locations should receive extra salary-cap room to help them compete for players. Others argue that the league should keep the same salary-cap limit for every team rather than adjust for differences between locations.

Q12. Do you support or oppose allowing NHL teams in higher-tax locations to spend more under the salary cap to account for differences in the income taxes players pay?
Total, gender, and age.

	Gender				Age			
	Total	Female	Male	Other	18-34	35-49	50-64	65+
Weighted Sample Size	1,500	723	690	87	405	363	380	352
Unweighted Sample Size	1,500	716	689	95	408	366	367	359
Strongly support	30%	30%	30%	33%	29%	30%	30%	31%
Somewhat support	35%	41%	29%	29%	29%	41%	40%	30%
Somewhat oppose	14%	13%	15%	17%	16%	12%	11%	17%
Strongly oppose	11%	7%	16%	11%	14%	9%	9%	12%
Not sure	10%	10%	10%	10%	11%	8%	10%	10%

The NHL’s salary cap limits what teams can spend on player salaries. However, differences in income taxes mean players earning the same salary can take home different amounts depending on where they play.

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Q12. Do you support or oppose allowing NHL teams in higher-tax locations to spend more under the salary cap to account for differences in the income taxes players pay?

Region and hockey following. “Non-hockey followers” includes respondents who were not sure about their hockey interest.

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Weighted Sample Size	101	346	581	53	34	19	44	167	209	734	766
Unweighted Sample Size	71	225	380	527	350	177	40	115	142	761	739
Strongly support	36%	33%	30%	28%	27%	28%	30%	29%	24%	35%	25%
Somewhat support	35%	41%	35%	30%	29%	32%	37%	28%	29%	31%	38%
Somewhat oppose	12%	8%	15%	21%	22%	19%	13%	17%	18%	15%	13%
Strongly oppose	9%	9%	10%	18%	19%	16%	17%	11%	17%	13%	9%
Not sure	7%	8%	10%	4%	3%	6%	2%	15%	12%	6%	14%