

RBC and Nanos Research recently asked 1,006 Canadians involved in minor hockey to share their views about the support of hockey at a grassroots level in Canada.

82%



SAID CORPORATE CANADA NEEDS TO DO MORE TO SUPPORT THE GAME

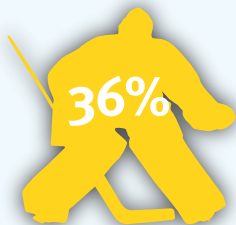


FEWER THAN 50% SAY THEIR LOCAL LEAGUE IS SUFFICIENTLY FUNDED



THE AVERAGE CANADIAN HOCKEY HOUSEHOLD **SPENDS \$1,500 PER YEAR ON HOCKEY**

THE GREATEST BARRIER TO HOCKEY:



INCREASING ICE FEES



LACK OF BUSINESS SUPPORT



LACK OF VOLUNTEERS

FAVOURITE HOCKEY MOMENT: There has been no shortage of memorable moments in Canadian hockey history, however more than one third of respondents said their favourite moment was their child's first goal.



PLAY HOCKEY