

Among hockey fans, six in ten (56%) say that hockey will remain a part of their life given an NHL lockout, while four in ten (44%) say it won't.

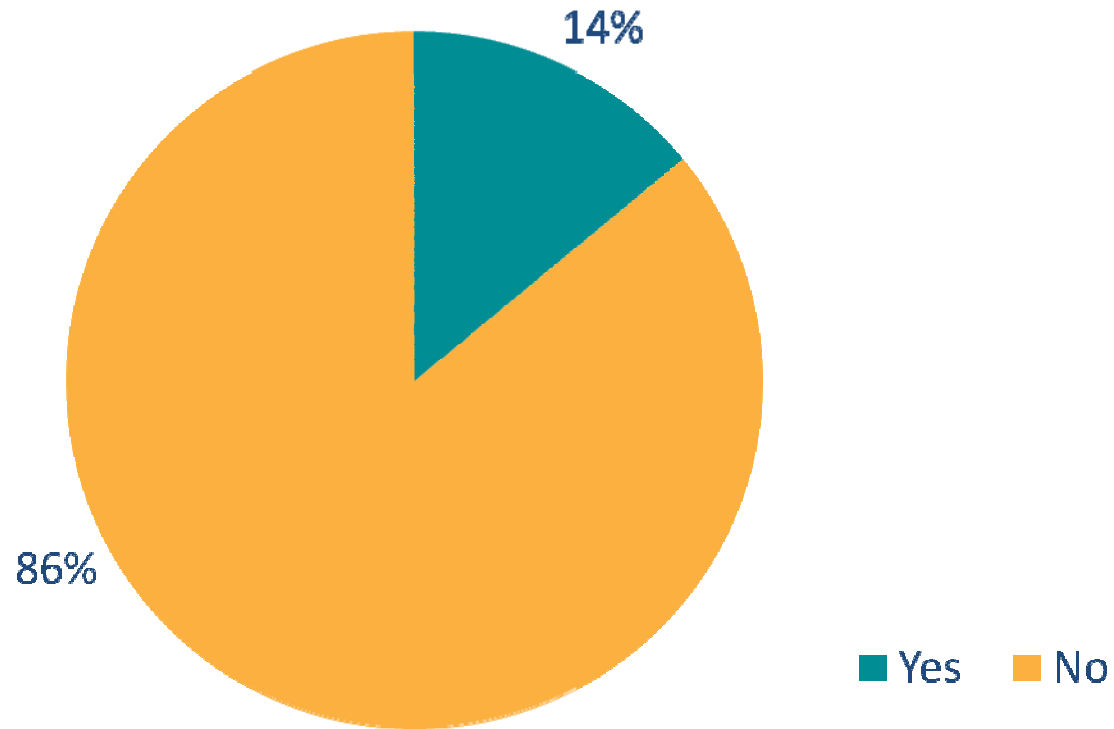


Q1_2. Will hockey still be a part of your life if professional players are locked out?

Base: All Respondents (n=1016)

Overall, nearly nine in ten (86%) believe that local hockey will NOT be negatively affected by an NHL lockout.

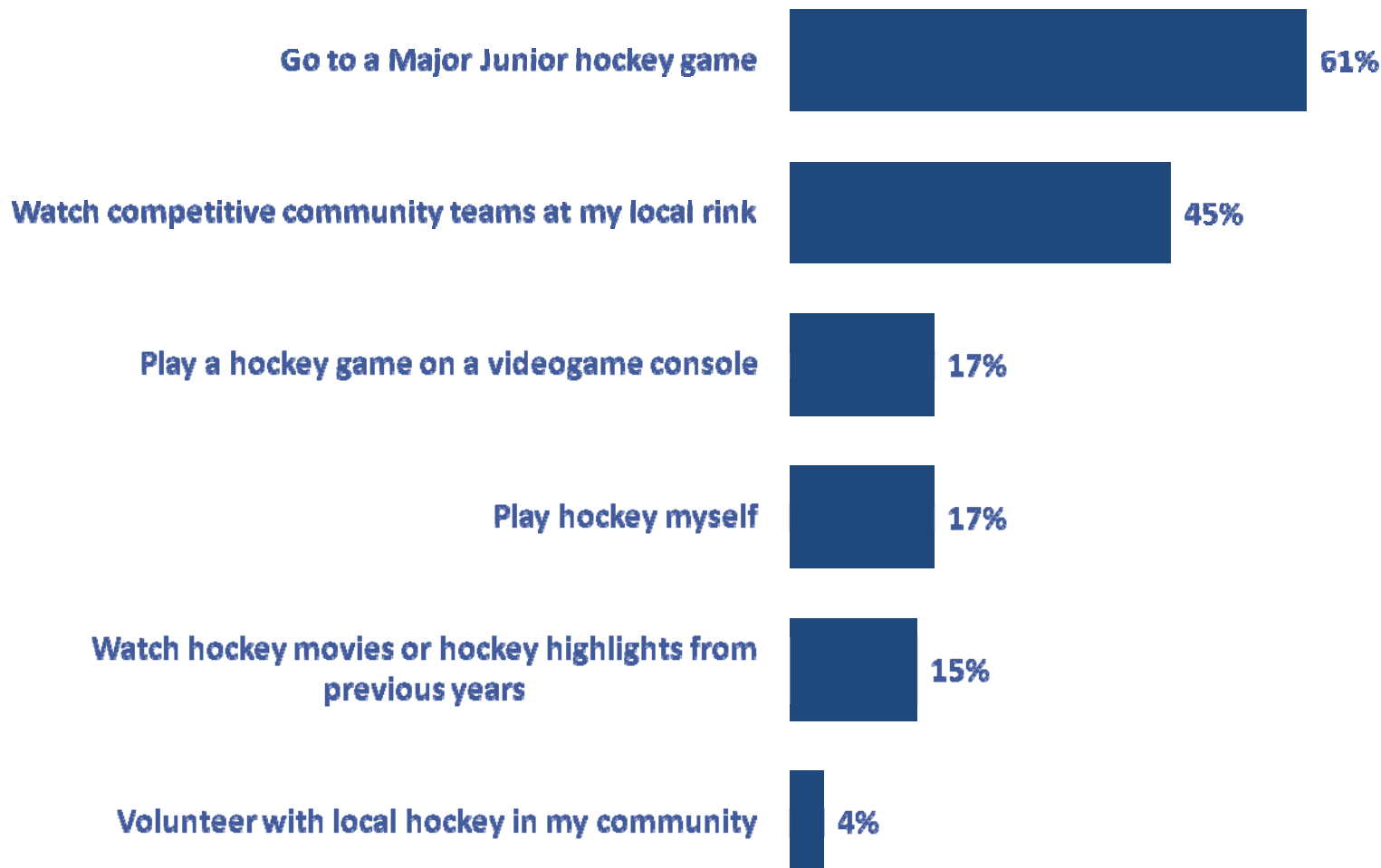
Local Hockey Affected?



Q2. Do you believe grassroots hockey in your community will be negatively impacted by the NHL lockout?

Base: All Respondents (n=1016)

Among hockey fans, majority (61%) would get their fix by going to a Major Junior game, while a slim minority (45%) would choose local hockey.





To replace hockey, Canadians will spend more time with friends and family (35%) or watch other sports (30%). Younger Canadians (43%) are most likely to replace time spent watching hockey with spending more time with friends and family, while men (46%, +30 pts. vs. Women) are much more likely to watch other sports.

	Total	Male	Female	18-34	35-54	55+
Spend more time with friends and family	35%	34%	35%	43%	36%	27%
Watch other sports	30%	46%	16%	28%	28%	35%
Exercise/Play other sports	17%	21%	14%	24%	19%	10%
Go to the movies	14%	17%	12%	25%	13%	7%
Get more sleep	13%	15%	11%	23%	12%	7%
Cry (because there is no hockey)	3%	5%	1%	7%	3%	1%
None of the above	38%	29%	47%	30%	39%	44%

Q4. If NHL hockey isn't being played, how will you replace the time you spend watching it?

Base: All Respondents (n=1016)

Canadians are fairly evenly split when it comes to their hockey fan personalities. Men are more likely to be hockey-obsessed (4% vs. 1% Women) or hockey enthusiasts (34% vs. 14% women).

	Total	Male	Female	18-34	35-54	55+
Hockey-obsessed / die-hard hockey fan (I eat, sleep, dream and breathe hockey)	3%	4%	1%	5%	2%	2%
Hockey-enthusiast (I watch most of the games)	24%	34%	14%	20%	26%	25%
Bandwagon fan (I watch when my team is in the playoffs)	23%	21%	24%	20%	19%	28%
Social watcher (I watch at the bar or when my friends insist)	29%	23%	35%	37%	29%	23%
Hockey hater (I don't like hockey)	22%	18%	26%	19%	24%	22%

Q5. Which of the following best describes your hockey personality?

Base: All Respondents (n=1016)