

Not family affordable hockey

TORONTO, November 29, 2023—A [Maru Public Opinion](#) survey conducted for Kruger Products reveals that while majorities of Canadians believe playing hockey provides kids with valuable life skills (83%) and increased diversity among those playing the game would encourage others to join (80%), most (78%) don't perceive hockey as an affordable sport for families.

Hockey is not family affordable

A majority (78%) of Canadians don't perceive hockey as an affordable sport for Canadian families—including most parents (68%) who say this is the case. Those who are middle aged (35-54 88%), those living in Manitoba/Saskatchewan (84%), and women (81% versus men 74%), are most likely to agree with this perspective. There is no difference in this view when it comes to income levels (77%). The remainder (22%) who believe hockey is affordable for families are led by those who are the youngest (aged 18-34 34%), followed by parents (32%), men (26% versus women 19%), and those living in Ontario (24%) and Quebec (24%). One-in-ten (12%) Canadians perceive that hockey is an affordable sport for Canadian families.

Cost of playing hockey strongly impacts a parent's ability to sign up their kid(s) to play

A vast majority (89%) of Canadians and parents (87%) believe the cost of playing hockey, more so than other sports, strongly impacts a parent's ability to sign up their kid(s) to play hockey. This view is most likely to be held by women (92%), those who are middle aged or older (35+ 91%), and those living in Atlantic Canada (94%). There is no relative difference among various income earners. Those who strongly hold this view are most likely to live in British Columbia (58%), are middle aged (35-54 57%), are parents (48%), and are women (56% versus men 48%). One-in-ten (11%) Canadians don't share this perspective.

Increased diversity in hockey would improve the sport, encourage others to join

A majority (80%) of Canadians—and parents (83%)—believe that increased diverse representation (including race, gender, socio economic background, culture) in hockey would improve the sport and encourage others to join. This view is most likely to be held among those who are the youngest Canadians (aged 18-34 87%—and strongly 43%), women (83% versus men 78%), those with the lowest incomes (<\$50k 83%), and those living in Quebec (85%), and British Columbia/Atlantic Canada (84%). One-in-five (20%) Canadians don't hold this view.

Playing hockey provides kids with valuable life skills

A majority (83%) of Canadians (and parents 82%) agree that playing hockey provides kids with valuable life skills. This view is most likely to be held by those who are older (55+ 88%—strongly 46%), women (85% versus men 81%), and those living in either Atlantic Canada (89%) or British Columbia (87%). One-in-six (17%) Canadians don't agree with this perspective.

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Methodology

These are the findings from [Maru Public Opinion](#) online panel survey undertaken by its sample and data collection experts at [Maru/Blue](#) from October 24-25, 2023, among a random selection of 1,526 Canadian adults who are [Maru Voice Canada](#) panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. Respondents could respond in either English or French.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

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