

Is/Are your child(ren)...

	Age																Gender		Province							Income				Parent	
	Total	'18-34			'35-54			'55+			Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No								
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	a	b														
BASE: If "Yes" in HH_KIDS	327	106	203	16	153	174	39	41	27	137	67	16	68	78	157	327	0														
BASE: WEIGHTED	322	136	171	15**	153	165	40**	32*	22**	133*	67*	29**	94*	77*	131	322	**														
A boy(s)	219	95	113	11	109	110	20	21	12	97	47	63	46	93	219	0															
	68%	69%	66%	72%	71%	65%	50%	68%	56%	73%	70%	74%	67%	60%	71%	68%	-														
A girl(s)	193	71	113	8	88	104	30	22	17	79	35	10	61	44	80	193	0														
	60%	52%	66%	53%	58%	62%	75%	70%	75%	60%	52%	33%	64%	57%	61%	60%	-														
Non-binary	1	0	1	0	0	1	0	0	0	1	0	0	0	0	1	1	0														
	0%	-	0%	-	-	0%	-	-	-	0%	-	-	-	-	0%	0%	-														

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/J - KL - MN/O/P/Q/R - S/T/U - VW - X/Y/Z - ab - c/d/e

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 24th, 2023

Maru/Blue

October 25th, 2023

26 Oct 2023

Do you perceive hockey as an affordable sport for Canadian families?

	Age																Gender		Province							Income				Parent	
	Total	'18-34			'35-54			'55+			Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No								
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	a	b														
BASE: All Respondents	1526	339	531	656	723	803	216	184	102	600	354	70	445	471	444	327	1199														
BASE: WEIGHTED	1526	418	497	611	749	777	205	170	100*	581	361	110*	558	460	357	322	1204														
Yes	340	143	58	139	196	145	39	37	16	137	88	23	127	106	82	104	236														
	22%	34%	12%	23%	26%	19%	19%	22%	16%	24%	24%	21%	23%	23%	23%	32%	20%														
No	1186	275	439	472	553	633	166	133	83	444	273	87	431	354	275	218	967														
	78%	66%	88%	77%	74%	81%	81%	78%	84%	76%	76%	79%	77%	77%	77%	68%	80%														

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/J - KL - MN/O/P/Q/R - S/T/U - VW - X/Y/Z - ab - c/d/e

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How strongly do you agree with the following statement: Increased diverse representation (including race, gender, socio economic background, culture) in hockey would improve the sport and encourage others to join.

	Age																Gender		Province							Income				Parent	
	Total	'18-34			'35-54			'55+			Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No								
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	a	b														
BASE: All Respondents	1526	339	531	656	723	803	216	184	102	600	354	70	445	471	444	327	1199														
BASE: WEIGHTED	1526	418	497	611	749	777	205	170	100*	581	361	110*	558	460	357	322	1204														
TOP 2 BOX (NET)	1224	365	372	487	581	643	173	123	73	458	305	92	465	369	275	274	950														
	80%	87%	75%	80%	78%	83%	84%	73%	73%	79%	85%	84%	83%	80%	77%	85%	79%														
(4) Strongly agree	528	180	156	191	245	282	76	52	24	203	124	50	192	164	135	118	410														
	35%	43%	31%	31%	33%	36%	37%	31%	24%	35%	34%	45%	34%	36%	38%	37%	34%														
(3) Somewhat agree	696	185	216	296	335	361	97	71	48	255	181	42	273	205	141	156	540														
	46%	44%	43%	48%	45%	46%	47%	42%	48%	44%	50%	39%	49%	45%	39%	48%	45%														
(2) Somewhat disagree	191	39	73	79	96	96	23	30	17	79	32	10	64	47	52	38	153														
	13%	9%	15%	13%	13%	12%	11%	17%	18%	14%	9%	9%	11%	10%	14%	12%	13%														
(1) Strongly disagree	111	14	52	45	73	38	9	17	10	44	24	7	29	44	30	10	101														
	7%	3%	10%	7%	10%	5%	4%	10%	10%	8%	7%	7%	5%	10%	8%	3%	8%														
BOTTOM 2 BOX (NET)	302	53	125	124	168	134	32	47	27	123	56	18	93	91	82	49	254														
	20%	13%	25%	20%	22%	17%	16%	27%	27%	21%	15%	16%	17%	20%	23%	15%	21%														
MEAN	3.10	3.30	3.00	3.00	3.00	3.10	3.20	2.90	2.90	3.10	3.10	3.20	3.10	3.10	3.10	3.20	3.00														

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To what extent do you agree or disagree with the following statements: 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

	Age																Gender				Province						Income			Parent	
	18-34				'35-54				Male		Female		BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No								
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	a	b														
BASE: All Respondents	1526	339	531	656	723	803	216	184	102	600	354	70	445	471	444	327	1199														
BASE: WEIGHTED	1526	418	497	611	749	777	205	170	100	581	361	110	558	460	357	322	1204														
TOP 2 BOX (NET)	1385	359	453	553	654	712	188	155	89	509	321	104	488	417	322	281	1085														
	89%	86%	91%	91%	87%	92%	92%	91%	89%	87%	89%	94%	87%	91%	90%	87%	90%														
			B			K																									
(4) Strongly agree	797	188	286	324	359	438	119	94	51	293	182	59	290	245	189	156	641														
	52%	45%	57%	53%	48%	56%	58%	55%	51%	50%	50%	53%	52%	53%	53%	48%	53%														
			B			K																									
(3) Somewhat agree	568	171	168	229	295	273	70	61	38	216	139	45	198	171	134	125	444														
	37%	41%	34%	38%	39%	35%	34%	36%	38%	37%	38%	41%	36%	37%	37%	39%	37%														
			B			K																									
(2) Somewhat disagree	109	41	29	39	63	46	12	10	8	46	31	2	44	25	30	29	80														
	7%	10%	6%	6%	8%	6%	6%	6%	8%	8%	9%	2%	8%	6%	8%	9%	7%														
			B			K																									
(1) Strongly disagree	52	18	15	19	32	20	5	4	2	27	9	4	27	18	5	13	39														
	3%	4%	3%	3%	4%	3%	2%	3%	2%	5%	3%	4%	5%	4%	1%	4%	3%														
			B			K																									
BOTTOM 2 BOX (NET)	181	59	44	58	95	66	17	15	11	73	40	8	70	43	35	42	119														
	11%	14%	9%	9%	13%	8%	8%	9%	11%	13%	11%	6%	13%	9%	10%	13%	10%														
			C			L																									
MEAN	3.40	3.30	3.50	3.40	3.30	3.50	3.50	3.40	3.40	3.30	3.40	3.40	3.30	3.40	3.40	3.30	3.40														

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26 Oct 2023

To what extent do you agree or disagree with the following statements: Playing hockey provides kids with valuable life skills

	Age																Gender				Province						Income			Parent	
	18-34				'35-54				Male		Female		BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	Yes	No								
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	a	b														
BASE: All Respondents	1526	339	531	656	723	803	216	184	102	600	354	70	445	471	444	327	1199														
BASE: WEIGHTED	1526	418	497	611	749	777	205	170	100	581	361	110	558	460	357	322	1204														
TOP 2 BOX (NET)	1270	341	389	541	609	661	179	136	81	483	293	98	456	388	295	263	1007														
	83%	82%	78%	88%	81%	85%	87%	80%	82%	83%	81%	89%	82%	84%	83%	82%	84%														
			BC																												
(4) Strongly agree	557	131	146	279	289	267	74	56	28	208	147	44	215	159	129	98	459														
	36%	31%	29%	46%	39%	34%	36%	33%	28%	36%	41%	40%	38%	34%	36%	30%	38%														
			BC														a														
(3) Somewhat agree	714	210	243	261	320	394	105	81	53	274	146	54	243	230	166	166	548														
	47%	50%	49%	43%	43%	51%	51%	47%	54%	47%	40%	49%	44%	50%	47%	51%	46%														
			K			Q																									
(2) Somewhat disagree	192	60	81	51	103	89	21	26	15	69	54	8	76	56	45	47	146														
	13%	14%	16%	8%	14%	11%	10%	15%	12%	15%	7%	14%	12%	13%	14%	12%															
			D																												
(1) Strongly disagree	64	17	27	20	37	27	5	8	3	30	13	4	24	15	16	13	51														
	4%	4%	5%	3%	5%	3%	3%	5%	3%	5%	4%	4%	4%	3%	5%	4%	4%														
			B																												
BOTTOM 2 BOX (NET)	256	77	108	70	140	116	26	34	18	99	67	12	100	72	62	59	197														
	17%	18%	22%	12%	19%	15%	13%	20%	18%	17%	19%	11%	18%	16%	17%	18%	16%														
			D																												
MEAN	3.20	3.10	3.00	3.30	3.20	3.20	3.20	3.10	3.10	3.10	3.20	3.30	3.20	3.20	3.10	3.10	3.20														

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