

The Greatest Game vs. the Beautiful Game

NHL still outscores World Cup for most Canadians except when it comes to cultural communities

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The FIFA World Cup appears to be the talk of the town with flags of European and Latin American countries quite visible on the streets of many Canadian cities. The NHL playoffs seem a distant memory for certain Canadians as the televisions at most sports bars have put soccer on the screens.

Yet all this interest notwithstanding, hockey remains dominant amongst the Canadian sports audience.

These findings arise from a survey of 1509 Canadians conducted online by Leger Marketing for the Association for Canadian Studies during the period June 24th to June 26th, 2014 (the margin of error for an equivalent telephone survey would be 2.9 percentage points 19 times out of 20).

The survey reveals that more Canadians were following the NHL playoffs this past year than have been following the FIFA World Cup.

It is worth noting that the only Canadian team in the 2014 playoffs was the Montreal Canadiens, likely explaining why Canada's Francophone population were the most likely to have watched the NHL playoffs.

The one group more likely to follow FIFA over the NHL were the country's minority ethnic origin groups (identified by the languages "other" than English or French as a first language). Since the ethnic minorities tend to be the fastest growing segment of the Canadian population, the fact that they follow soccer more than hockey may be a harbinger of things to come.

	Total	Men	Women	18-24	25-34	35-44	45-54	55-64	65+	Fr	Eng	Other
Weighted Totals:	1509	731	778	175	246	255	303	249	281	322	866	316
I closely followed the NHL playoffs	48%	57%	40%	42%	56%	54%	50%	49%	39%	60%	47%	41%
I am closely following the World Cup of Soccer (FIFA).	31%	39%	23%	31%	42%	34%	26%	27%	25%	23%	25%	53%