



PLAYOFFS



NHL vs NBA: FOLLOWING THE PLAYOFFS AND OUR
PREFERRED CHAMPIONS

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Jack Jedwab and Paul Holley

Association for Canadian Studies

Who is following the NHL and NBA playoffs and which teams do Canadians want to win the championship (s)?

COVID-19 made for a unique year for those Canadians following their favorite professional sports teams. Last week saw the start of the NHL playoffs and NBA playoffs and while the 2019 NBA champion Toronto Raptors did not qualify this year, four Canadian teams competed for what is the North division title (Toronto, Montreal, Edmonton and Winnipeg) in the NHL.

The Association for Canadian Studies Commissioned the firm Leger Marketing to ask Canadians whether they were following the NBA and NHL playoffs and, if so, which teams did they hope would win the championship.

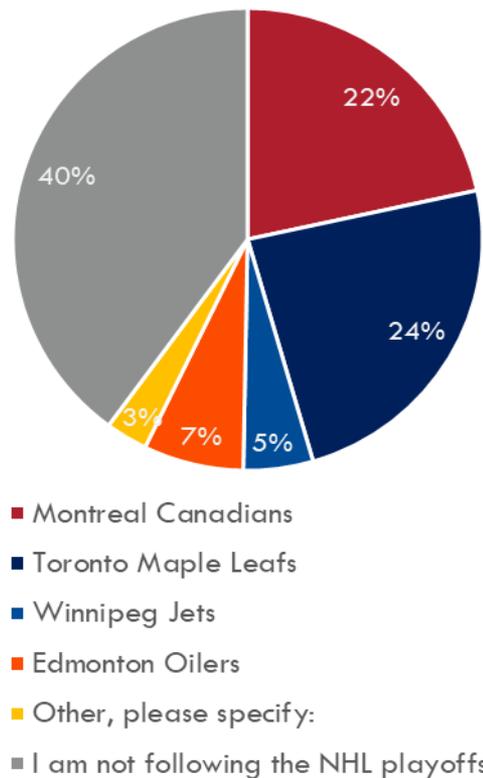
The survey was conducted with some 1624 Canadians from May 21 to May 23 prior to the elimination of the Edmonton Oilers who were clearly the favorite of Albertans that were following the Stanley Cup playoffs . As we release the results the Montreal Canadiens are facing elimination this evening down 3 games to 1 to the Toronto Maple Leafs.

As the survey reveals a far greater percentage of Canadians said they were following the NHL playoffs than the NBA playoffs keeping in mind that there is no Canadian team competing in the latter. Not surprisingly there are important regional differences in hockey team preferences and in the case of basketball most Canadians that say they're following the playoffs are rooting for the Los Angeles Lakers (though many say they are rooting for the Raptors)

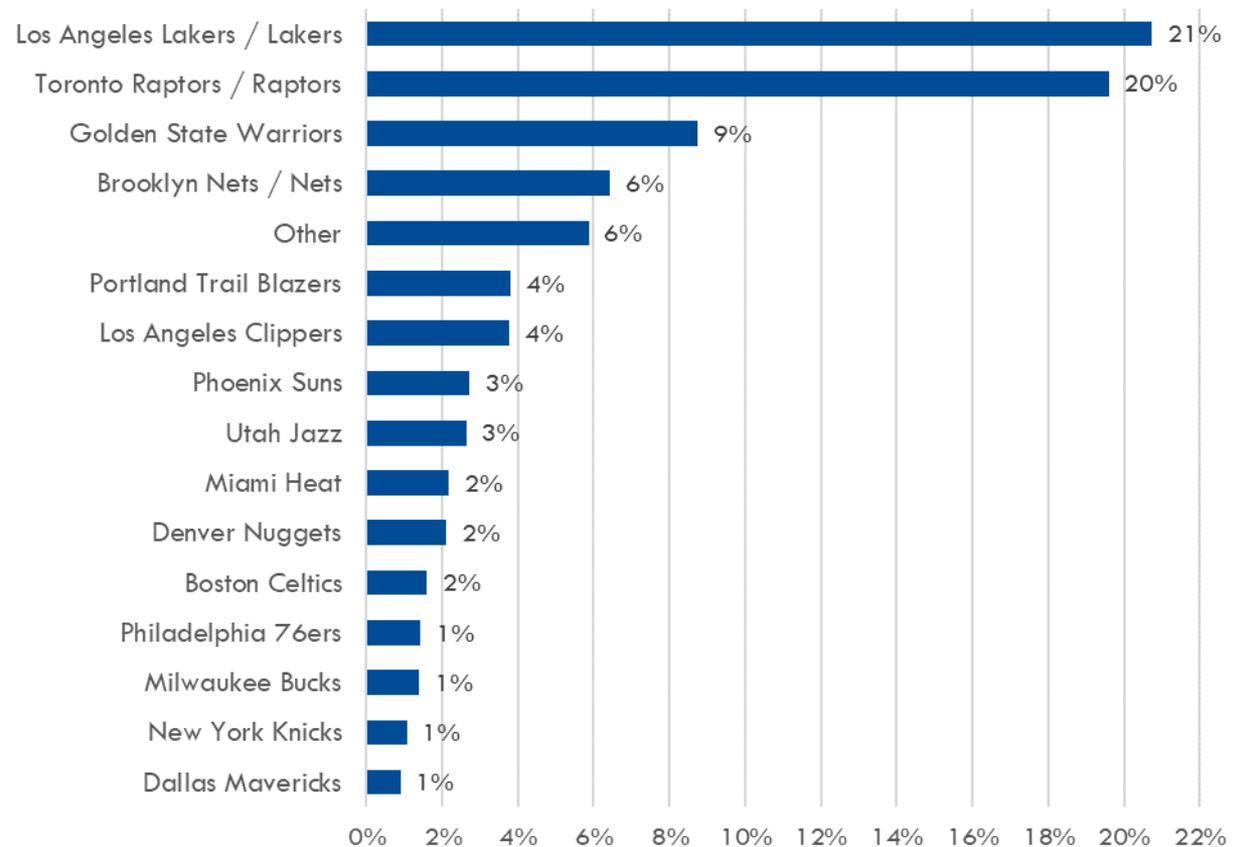
The survey reveals important differences in the respective following of the two sports in particular amongst Canada's youngest viewers and visible minorities where the gap between hockey and basketball is far less significant than it is for the overall population and this despite the absence of the Raptors.

3 in 5 Canadians are following the NHL playoffs compared to only 13 percent who are following the NBA playoffs

Which of the following teams are you rooting for to win the Stanley Cup?



What team are you rooting for to win the NBA championship?



While dominates across gender and age the gap in respective viewing of hockey and basketball narrows amongst 18-cohort

Are you the following the...?									
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65 +
NBA playoffs	13%	18%	9%	23%	18%	18%	13%	10%	5%
NHL playoffs	60%	64%	56%	50%	65%	65%	59%	66%	54%
Gap	47	46	47	27	47	47	46	56	49

The gap between hockey and basketball viewing narrows further amongst 18-24 cohort for visible minority despite the absence of a Canadian contender

	18-24	
Are you the following the...	Not a Visible Minority	Visible Minority
NBA playoffs	17	33
NHL playoffs	55	44
Gap	38	11

Regional differences in preference for Stanley Cup winner are evident but Atlantic and BC slightly prefer Leafs over Habs while Albertans prefer put Habs second over the Oilers

Which of the following teams are you rooting for to win the Stanley Cup?							
	Total	Atl.	QC	ON	MB/SK	AB	BC
Montreal Canadiens	22%	20%	57%	10%	5%	12%	9%
Toronto Maple Leafs	24%	24%	3%	49%	9%	5%	12%
Winnipeg Jets	5%	0%	0%	2%	40%	6%	4%
Edmonton Oilers	7%	4%	1%	2%	9%	35%	8%
Other, please specify:	3%	4%	4%	2%	3%	2%	3%
I am not following the NHL playoffs	40%	48%	34%	34%	34%	39%	64%

METHODOLOGY & NOTES



Web survey using computer-assisted Web interviewing (CAWI) technology.



Week 62 data collected from May 21st to 23rd, 2021.



1,624 Canadians, ≥ 18 years, randomly recruited from LEO's online panel.



Using data from the 2016 Census, results are weighted by gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.



No margin of error can be associated with a non-probability sample (Web panel). However for comparative purposes, a probability sample of 1,624 respondents has a margin of error of $\pm 2.43\%$, 19 times out of 20, while a probability sample of 1,002 respondents has a margin of error of ± 3.09 , 19 times out of 20. The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

If you have questions about the data presented in this report, please contact Paul Holley, Research Director at the Association for Canadian Studies at the following e-mail address paul.holley@acs-aec.ca or Jack Jedwab, President & CEO of the Association for Canadian Studies at: jack.jedwab@acs-aec.ca. For more information about the COVID-19 Social Impacts Network please visit <https://acs-aec.ca/en/covid-19-social-impacts-network/>.