

HOCKEY RULES AS THE SPORT CANADIANS FOLLOW MOST BUT
CHANGING DEMOGRAPHICS MAY MAKE FOR A DIFFERENT FUTURE;
CANADIANS SEE THE 'GREAT ONE' AS THE ALL TIME GREATEST AND
MONTREAL CANADIANS BIGGEST IN QUEBEC BUT NOT ELSEWHERE

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INTRODUCTION

It's that time of year where some sports seasons end and others begin and for fans there are multiple opportunities to follow multiple professional sports with baseball well into the season, football in Canada and soon to commence south of the border and the draft in hockey and basketball. What do Canadians follow most when it comes to sports, who do they think the greatest hockey player is of all time and what is their all time favorite sports franchise? To answer these questions, the Association for Canadian Studies commissioned the firm Leger to answer these questions. See the highlights on the next slide. The national survey was conducted from June 9-21, 2023 with 1705 Canadians (that included 391 immigrants).

A margin of error cannot be associated with a non-probability sample in a panel survey for comparative purposes a probability sample of 1705 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20

HIGHLIGHTS

- When it comes to the sport(s) Canadians follow most hockey rules but a diverse menu makes it the choice of the plurality and not the majority
- Hockey rules in most age groups but the future may be promising for those following basketball with an important following in the under 25 group and soccer has a decent following in the same cohort
- The great one topples all others when asked about the greatest Hockey player though in Quebec rocket Richard ties Gretsky
- Gretsky is great across age and generation though Sid the kid has noteworthy showing for the under 25
- Ethnic minorities in Canada put soccer slightly ahead of hockey when asked about the sport they follow most over the course of the year
- Hockey rules in most age groups but the future may be promising for those following basketball with an important following in the under 25 group and soccer has a decent following in the same cohort
- Ethnic minorities in Canada put soccer slightly ahead of hockey when asked about the sport they follow most over the course of the year
- Thanks to Quebecers the Montreal Canadians top the list of all time favorite sports teams but where you live often determines choice as Canucks tops in BC, Oilers tops in Alberta and Jets on the prairies while Leafs just ahead of Jays in Ontario
- Soccer Kicks Hockey out of first place amongst Canada's immigrants when it comes to sport followed most
- Thanks to Quebecers the Montreal Canadians top the list of all time favorite sports teams but where you live often determines choice as Canucks tops in BC, Oilers tops in Alberta and Jets on the prairies while Leafs just ahead of jays in Ontario

WHEN IT COMES TO THE SPORT(S) CANADIANS FOLLOW MOST HOCKEY RULES BUT A DIVERSE MENU MAKES IT THE CHOICE OF THE PLURALITY AND NOT THE MAJORITY

	Over the course of the year, which of the following sports do you follow most closely?						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Hockey	30.6%	24.2%	44.7%	25.0%	24.3%	37.9%	37.7%
Football	7.8%	10.6%	10.5%	15.7%	7.3%	4.6%	4.4%
Soccer	7.7%	13.1%	4.2%	5.6%	9.6%	4.8%	2.6%
Baseball	6.9%	4.7%	1.6%	4.6%	11.7%	2.0%	12.3%
Basketball	5.7%	5.5%	7.9%	3.7%	7.9%	1.8%	5.3%
Tennis	3.7%	5.5%	2.1%	1.9%	4.0%	4.6%	
Other (please specify)	2.4%	4.7%	.5%	2.8%	2.1%	1.5%	4.4%
Golf	2.1%	3.8%	.5%	1.9%	1.8%	1.8%	3.5%
I don't know / I prefer not to answer	2.1%	1.3%	5.3%	1.9%	1.5%	2.0%	1.8%
Car racing (F1, nascar, indy, etc.)	1.2%	.8%		.9%	1.7%	1.5%	
Cricket	.9%			3.7%	1.5%	.3%	
Curling	.6%	1.3%	1.1%	1.9%	.3%	.3%	
None	28.4%	24.6%	21.6%	30.6%	26.3%	36.9%	28.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

HOCKEY RULES IN MOST AGE GROUPS BUT THE FUTURE MAY BE PROMISING FOR THOSE FOLLOWING BASKETBALL WITH AN IMPORTANT FOLLOWING IN THE UNDER 25 GROUP AND SOCCER HAS A DECENT FOLLOWING IN THE SAME COHORT

	Over the course of the year, which of the following sports do you follow most closely?							Total
	18-24	25-34	35-44	45-54	55-64	65-74	>= 75	
Hockey	21.8%	30.6%	32.4%	36.8%	32.1%	29.5%	23.5%	30.6%
Football	7.6%	10.3%	7.1%	8.2%	7.4%	6.3%	7.6%	7.8%
Soccer	12.4%	8.5%	12.1%	5.6%	7.0%	4.9%	2.5%	7.7%
Baseball	5.3%	4.6%	4.3%	5.9%	8.4%	8.1%	16.8%	6.9%
Basketball	17.6%	7.5%	6.4%	5.2%	2.3%	1.4%	2.5%	5.7%
Tennis	1.8%	2.8%	1.8%	4.5%	3.3%	7.4%	3.4%	3.7%
Golf		.4%	.4%	1.1%	2.3%	5.6%	5.9%	2.1%
Car racing (F1, nascar, indy, etc.)	3.5%	1.4%	.4%		1.7%	.7%	1.7%	1.2%
Cricket	4.1%	1.4%	1.1%	.4%				.9%
Curling		1.1%			.3%	1.1%	3.4%	.6%
Other (please specify)	4.1%	2.8%	2.5%	.7%	2.7%	1.4%	3.4%	2.3%
None	21.2%	26.0%	29.2%	29.0%	29.1%	32.6%	29.4%	28.4%
I don't know / I prefer not to answer	.6%	2.5%	2.5%	2.6%	3.3%	1.1%		2.1%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ETHNIC MINORITIES IN CANADA PUT SOCCER SLIGHTLY AHEAD OF HOCKEY WHEN ASKED ABOUT THE SPORT THEY FOLLOW MOST OVER THE COURSE OF THE YEAR

	Over the course of the year, which of the following sports do you follow most closely?		
	French	English	Other
Hockey	37.7%	31.5%	16.5%
Football	4.5%	9.6%	3.5%
Soccer	2.7%	6.8%	17.4%
Baseball	2.7%	9.9%	2.6%
Basketball	.3%	6.0%	9.6%
Tennis	5.6%	2.6%	4.3%
Golf	2.7%	2.1%	2.6%
Car racing (F1, nascar, indy, etc.)	1.2%	1.0%	4.3%
Cricket		.3%	5.2%
Curling	.3%	.8%	1.7%
Other (please specify)	1.8%	3.1%	1.7%
None	39.8%	24.4%	27.0%
I don't know / I prefer not to answer	.9%	2.0%	3.5%

SOCCER KICKS HOCKEY OUT OF FIRST PLACE AMONGST CANADA'S IMMIGRANTS WHEN IT COMES TO SPORT FOLLOWED MOST

	Were you born in Canada?	
	Born in Canada	Born outside of Canada
Hockey	35.8%	13.1%
Baseball	7.6%	4.6%
Basketball	4.4%	10.0%
Soccer	3.9%	20.8%
Football	8.4%	6.2%
Tennis	2.8%	6.7%
Golf	2.6%	0.3%
Curling	0.6%	0.5%
Cricket	0.1%	3.6%
Car racing (F1, nascar, indy, etc.)	0.9%	2.1%
Other (please specify)	2.4%	2.6%
None	28.9%	26.4%
I don't know / I prefer not to answer	1.7%	3.3%
	100.0%	100.0%

THANKS TO QUEBECERS THE MONTREAL CANADIANS TOP THE LIST OF ALL TIME FAVORITE SPORTS TEAMS BUT WHERE YOU LIVE OFTEN DETERMINES CHOICE AS CANUCKS TOPS IN BC, OILERS TOPS IN ALBERTA AND JETS ON THE PRAIRIES WHILE LEAFS JUST AHEAD OF JAYS IN ONTARIO

What is your all-time favorite sports team	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Montreal Canadiens	13.6%	4.7%	3.2%	1.9%	5.3%	41.4%	12.2%
Toronto Maple Leafs	7.3%	1.7%	4.3%	2.8%	14.7%	.3%	10.4%
Toronto Blue Jays	5.9%	5.1%	3.2%	1.9%	10.2%	.3%	11.3%
Edmonton Oilers	3.1%	3.0%	20.9%	2.8%	.3%		1.7%
Toronto Raptors	2.8%	.8%	1.6%		6.1%	.3%	1.7%
Vancouver Canucks	2.5%	16.1%	1.6%				.9%
Nordiques de Québec	1.8%				.2%	7.6%	
Calgary Flames	1.6%	2.5%	7.5%		.5%		3.5%
Ottawa Senators	1.1%				2.3%	1.0%	
Winnipeg Jets	1.1%	.4%		14.8%	.2%		
Los Angeles Lakers	1.0%	2.1%			.8%	1.0%	2.6%
Saskatchewan Roughriders	.9%	1.7%	1.6%	8.3%			
Winnipeg Blue Bombers	.5%		1.1%	5.6%	.2%		

IN THE GTA THE RAPTORS ARE MORE POULAR THAN THE LEAFS AND JAYS WITH THE UNDER 35 COHORT BUT FADE CONSIDERABLY AMONGST THOSE 45-64 TO PUT THEM BEHIND THE LEAFS OVERALL

Greater Toronto area	Total	18-24	25-34	35-44	45-54	55-64	65-74
Toronto Blue Jays	10.4%	8.3%	6.3%	8.9%	16.7%	11.8%	12.2%
Toronto Maple Leafs	13.2%	8.3%	8.3%	12.5%	21.4%	11.8%	17.1%
Toronto Raptors	9.4%	13.9%	14.6%	12.5%	2.4%	3.9%	12.2%