



REPORT

Stanley Cup Final

*Survey of Canadians and
Americans*

DATE 2024-06-10



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,528/
American Sample: n= 1,003).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

June 7 to
June 9, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.50\%$, (19 times out of 20) for the Canadian sample and $\pm 3.1\%$, (19 times out of 20) for the American sample



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population and according to **age, gender, region, education, ethnicity and number of people in the household** in order to ensure a representative sample of the American population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses: aenns@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key Highlights

From June 7 to June 9, 2024, we surveyed Canadians and Americans to find out their opinions on the Stanley Cup finals.

Some of the key highlights of our survey on the Stanley Cup final include...

- A majority of Canadians (58%) will be following not very closely or not at all the Stanley Cup finals between the Florida Panthers and the Edmonton Oilers. Meanwhile, 42% will follow very or somewhat closely. Albertans (58%) and men (50%) are more likely to follow the finals. Only one-quarter of Americans (27%) will be following the Stanley Cup finals.
- 83% of Canadians who will be following the finals are cheering for the Edmonton Oilers, while only 10% will cheer for the Florida Panthers.
- Around half of Americans who are following the finals (49%) will be cheering for the Florida Panthers, while one-third (32%) will be cheering for the Edmonton Oilers.

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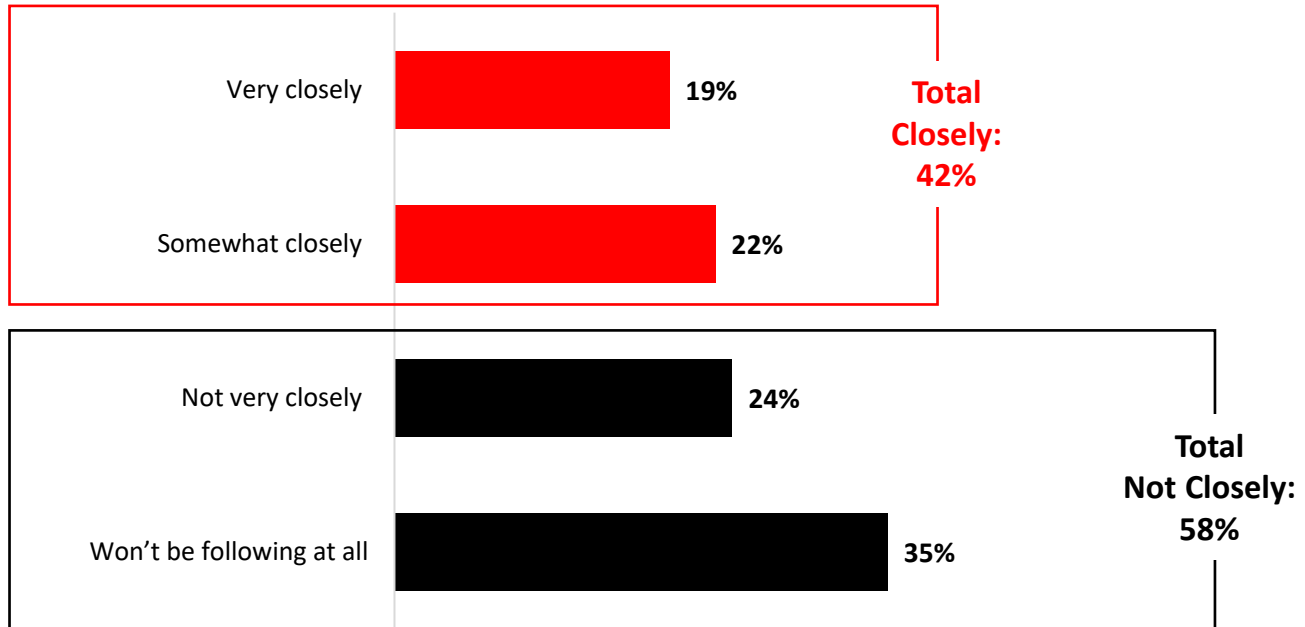
Detailed Results



Following of the Stanley Cup Finals (1/2)

Q7. How closely will you be following the Stanley Cup finals between the Florida Panthers and the Edmonton Oilers?

Base: All respondents (n=1,528)



Following of the Stanley Cup Finals (2/2)

Q7. How closely will you be following the Stanley Cup finals between the Florida Panthers and the Edmonton Oilers?



Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	1,528	100	410	610	126	126	156	739	789	379	432	717
Total Closely	42%	53%	30%	42%	42%	58%	43%	50%	34%	42%	40%	43%
Very closely	19%	30%	14%	18%	18%	28%	20%	25%	14%	18%	19%	20%
Somewhat closely	22%	23%	16%	24%	23%	30%	24%	24%	21%	25%	21%	22%
Total Not Closely	58%	47%	70%	58%	58%	42%	57%	50%	66%	58%	60%	57%
Not very closely	24%	19%	23%	26%	28%	18%	23%	23%	24%	25%	22%	24%
Won't be following at all	35%	27%	47%	32%	30%	25%	33%	27%	42%	33%	37%	33%

Following of the Stanley Cup Finals (Canada vs United States)

Q7. How closely will you be following the Stanley Cup finals between the Florida Panthers and the Edmonton Oilers?

Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,528	1,003	
Unweighted n=	1,528	1,003	
Total Closely	42%	27%	15
Very closely	19%	13%	6
Somewhat closely	22%	14%	8
Total Not Closely	58%	73%	15
Not very closely	24%	23%	1
Won't be following at all	35%	51%	16

Preferred Team

Q8. Will you be cheering for...

Base: Respondents who will follow the Stanley Cup finals (n=626)





	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	626	51	118	255	56	74	72	358	268	157	175	294
Edmonton Oilers	83%	92%	76%	81%	86%	81%	93%	81%	86%	73%	84%	89%
Florida Panthers	10%	8%	16%	7%	11%	17%	2%	12%	7%	14%	9%	7%
Neither/Don't care	7%	0%	8%	12%	2%	1%	5%	7%	7%	13%	6%	4%

Preferred Team (Canada vs United States)

Q8. Will you be cheering for..

Base: Respondents who will follow the Stanley Cup finals

	 Total Canada	 Total USA	Gap
Weighted n=	638	268	
Unweighted n=	626	260	
Edmonton Oilers	83%	32%	51
Florida Panthers	10%	49%	39
Neither/Don't care	7%	18%	11

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Detailed Methodology



Weighted and Unweighted Sample (1/3)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,528	1,528
British Columbia	156	212
Alberta	126	169
Manitoba/Saskatchewan	126	97
Ontario	610	593
Quebec	410	354
Atlantic	100	103

The table below presents the American geographic distribution of respondents before weighting.

	Unweighted	Weighted
US Region	1,003	1,003
Northeast	194	176
Midwest	211	207
South	367	382
West	231	237

Weighted and Unweighted Sample (2/3)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,528	1,528
Male	739	743
Female	789	785
Age	1,528	1,528
18 to 34	379	407
35 to 54	432	490
55+	717	631
Language (Mother tongue)	1,528	1,528
English	953	1,022
French	377	302
Other	192	1974

Weighted and Unweighted Sample (3/3)

The following tables present the demographic distribution of respondents according to gender and age for the United States.

	Unweighted	Weighted
Gender	1,003	1,003
Male	485	492
Female	518	511
Age	1,003	1,003
Between 18 and 29	105	203
Between 30 and 39	224	176
Between 40 and 49	188	160
Between 50 and 64	262	247
65 or older	224	217

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