

Table 1

Ottawa now has several sports teams. For which of the following have you attended at least one game in the past 12 months?

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Ottawa Senators of the NHL	112	93	18	71	41	36	41	35	17	25	27	32
	22%	24%	15%	29%	15%	25%	24%	18%	14%	23%	24%	27%
				E								I
Ottawa Redblacks of the CFL	54	43	11	34	20	13	19	22	10	10	11	18
	11%	11%	9%	14%	8%	9%	11%	11%	8%	10%	10%	16%
				E								
Ottawa 67's of the OHL	52	51	1	38	14	22	17	13	10	12	9	17
	10%	13%	1%	16%	5%	15%	10%	7%	8%	12%	8%	15%
		C		E		H						
Ottawa Charge of the PWHL	47	43	4	22	25	17	13	16	8	9	13	12
	9%	11%	4%	9%	10%	12%	8%	8%	7%	9%	11%	10%
		C										
Ottawa Titans of the Frontier League	34	27	7	23	11	9	18	7	5	7	9	10
	7%	7%	6%	9%	4%	6%	11%	3%	4%	7%	8%	9%
						H						
Ottawa BlackJacks of the CEBL	15	14	1	9	6	7	7	2	6	3	4	2
	3%	4%	1%	4%	2%	5%	4%	1%	5%	3%	3%	2%
Ottawa Black Bears of the NLL	15	9	6	13	2	7	7	1	2	6	3	3
	3%	2%	5%	5%	1%	5%	4%	0%	2%	6%	3%	3%
				E		H	H					
Atlético Ottawa of the CPL	15	11	4	9	5	8	6	1	1	4	4	4
	3%	3%	3%	4%	2%	6%	3%	0%	1%	4%	3%	4%
						H						
Ottawa Rapid FC of the NSL	13	11	1	6	7	10	3	1	1	2	5	4
	3%	3%	1%	2%	3%	7%	2%	0%	1%	2%	5%	3%
						GH						
A single team (NET)	116	98	18	63	53	39	49	28	24	28	19	32
	23%	25%	15%	26%	20%	28%	29%	14%	20%	27%	17%	28%
						H	H					
At least one team (NET)	198	164	34	118	80	71	77	50	37	46	39	59
	39%	42%	28%	49%	30%	50%	46%	25%	30%	43%	35%	50%
		C		E		H	H					IK
More than one team (NET)	82	67	15	55	27	32	28	22	12	17	20	27
	16%	17%	13%	23%	10%	22%	17%	11%	10%	16%	18%	23%
				E		H						I
Haven't attended a ticketed sporting event in Ottawa in the past year	290	208	82	120	167	62	86	142	77	57	71	56
	57%	53%	69%	49%	64%	44%	51%	72%	62%	54%	64%	48%
			B		D			FG	L		L	
Don't know	16	12	3	3	12	8	5	3	9	2	2	3
	3%	3%	3%	1%	5%	6%	3%	1%	7%	2%	1%	2%
					D							
Prefer not to answer	4	4	-	1	3	1	2	2	1	1	-	-
	1%	1%	-	0%	1%	0%	1%	1%	1%	1%	-	-
Chi-Square		<-----38.27----->			<-----58.23----->		<-----88.27----->			<-----48.74----->		
Significance		100%*			100%		100%			78%*		

Comparison Groups: BC/DE/FG/H/IJKL

Independent T-Test for Means (unequal variances). Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Table 2

Total Event Attendance Summary: Ottawa now has several sports teams. For which of the following have you attended at least one game in the past 12 months?

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
MEAN NUMBER OF TEAMS	0.73	0.81	0.47	0.94	0.53	0.96	0.81	0.50	0.54	0.77	0.78	0.90
				E		H	H					I
A single team (NET)	116	98	18	63	53	39	49	28	24	28	19	32
	23%	25%	15%	26%	20%	28%	29%	14%	20%	27%	17%	28%
						H	H					
Two to three different teams (NET)	63	49	14	44	19	27	23	13	8	15	14	22
	12%	12%	12%	18%	7%	19%	13%	7%	7%	14%	13%	19%
				E		H						I
Four or more different teams (NET)	19	18	1	11	8	5	6	8	4	3	6	5
	4%	5%	1%	4%	3%	4%	3%	4%	3%	3%	5%	4%
		C										
Haven't attended a ticketed	290	208	82	120	167	62	86	142	77	57	71	56

sporting event in Ottawa in the past year	57%	53%	69%	49%	64%	44%	51%	72%	62%	54%	64%	48%
Don't know	16	12	3	3	12	8	5	3	9	2	2	3
	3%	3%	3%	1%	5%	6%	3%	1%	7%	2%	1%	2%
Prefer not to answer	4	4	-	1	3	1	2	2	1	1	-	-
	1%	1%	-	0%	1%	0%	1%	1%	1%	1%	-	-
Chi-Square	<-----12.46----->			<-----24.87----->			<-----39.32----->			<-----24.82----->		
Significance	97%*			100%			100%			95%*		

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Table 3

Would you be interested in attending a game of any of these teams in the next 12 months?

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Ottawa Senators of the NHL	194	157	37	111	83	54	73	67	37	44	38	58
	38%	40%	31%	46%	32%	38%	43%	34%	30%	42%	34%	49%
Ottawa Redblacks of the CFL	124	96	28	72	52	24	46	53	21	21	31	39
	24%	25%	24%	30%	20%	17%	27%	27%	17%	20%	28%	33%
Ottawa Charge of the PWHL	102	85	17	53	47	34	34	34	20	19	20	29
	20%	22%	14%	22%	18%	24%	20%	17%	16%	18%	18%	24%
Ottawa 67's of the OHL	90	82	8	54	36	25	31	34	18	20	19	21
	18%	21%	7%	22%	14%	18%	18%	17%	15%	19%	17%	18%
Ottawa Titans of the Frontier League	53	46	7	34	18	12	21	20	8	13	11	14
	10%	12%	6%	14%	7%	9%	12%	10%	6%	12%	9%	12%
Atlético Ottawa of the CPL	41	35	7	22	20	12	19	10	4	11	5	16
	8%	9%	5%	9%	7%	9%	11%	5%	4%	10%	5%	14%
Ottawa Rapid FC of the NSL	35	30	5	15	19	15	13	7	7	10	5	11
	7%	8%	5%	6%	7%	11%	8%	4%	5%	10%	4%	10%
Ottawa Black Bears of the NLL	31	25	5	25	5	11	13	6	5	8	6	8
	6%	7%	4%	10%	2%	8%	8%	3%	4%	8%	5%	7%
Ottawa BlackJacks of the CEBL	27	23	4	14	14	11	10	7	6	3	5	11
	5%	6%	4%	6%	5%	8%	6%	3%	5%	3%	5%	9%
A single team (NET)	126	101	25	71	54	55	43	28	36	29	22	31
	25%	26%	21%	29%	21%	39%	25%	14%	29%	27%	20%	26%
At least one team (NET)	297	240	57	167	128	101	108	88	64	66	58	81
	58%	62%	48%	69%	49%	71%	64%	45%	52%	63%	52%	69%
More than one team (NET)	171	139	32	96	74	46	65	60	28	38	36	50
	34%	36%	27%	40%	28%	32%	39%	31%	23%	36%	33%	43%
Not interested in attending a game for any of these in the next year	155	107	48	58	97	27	46	82	41	27	42	29
	31%	28%	40%	24%	37%	19%	27%	42%	33%	25%	38%	25%
Don't know	53	39	14	17	36	13	14	25	18	11	11	7
	10%	10%	12%	7%	14%	9%	9%	13%	14%	10%	10%	6%
Prefer not to answer	3	3	-	1	2	1	1	1	1	2	-	-
	1%	1%	-	0%	1%	0%	1%	1%	1%	2%	-	-
Chi-Square	<-----25.38----->			<-----47.11----->			<-----68.72----->			<-----47.57----->		
Significance	97%*			100%			100%*			74%*		

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Table 4

Total Event Interest Summary: Would you be interested in attending a game of any of these teams in the next 12 months?

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117

	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
MEAN NUMBER OF TEAMS	1.54	1.67	1.13	1.78	1.31	1.55	1.69	1.40	1.19	1.60	1.40	1.87
		C		E								I
A single team (NET)	126	101	25	71	54	55	43	28	36	29	22	31
	25%	26%	21%	29%	21%	39%	25%	14%	29%	27%	20%	26%
				E		GH	H					
Two to three different teams (NET)	119	95	24	65	53	33	47	39	22	29	26	32
	23%	24%	20%	27%	20%	23%	28%	20%	17%	27%	23%	28%
Four or more different teams (NET)	53	44	8	32	21	13	19	21	7	9	10	18
	10%	11%	7%	13%	8%	9%	11%	11%	6%	8%	9%	15%
												J
Not interested in attending a game for any of these in the next year	155	107	48	58	97	27	46	82	41	27	42	29
	31%	28%	40%	24%	37%	19%	27%	42%	33%	25%	38%	25%
			B		D			FG				
Don't know	53	39	14	17	36	13	14	25	18	11	11	7
	10%	10%	12%	7%	14%	9%	9%	13%	14%	10%	10%	6%
					D							
Prefer not to answer	3	3	-	1	2	1	1	1	1	2	-	-
	1%	1%	-	0%	1%	0%	1%	1%	1%	2%	-	-
Chi-Square		<-----9.44----->		<-----22.14----->		<-----39.38----->		<-----23.62----->				
Significance		91%*		100%*		100%*		93%*				

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Table 5
Sports Loyalty Profiles
Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	175	143	32	108	66	64	70	41	32	42	30	55
	34%	37%	27%	45%	25%	45%	41%	21%	26%	40%	27%	47%
				E		H	H					IK
Interested Fans	122	97	25	59	62	37	38	46	32	24	27	26
	24%	25%	21%	24%	23%	26%	23%	24%	26%	23%	25%	22%
Lapsed Fans	23	21	2	10	13	8	7	8	4	3	8	4
	5%	5%	2%	4%	5%	5%	4%	4%	4%	3%	8%	3%
Uninterested	188	128	60	66	121	34	54	100	55	36	45	32
	37%	33%	50%	27%	46%	24%	32%	51%	44%	34%	40%	27%
			B		D			FG	L			
Chi-Square		<-----13.52----->		<-----26.53----->		<-----35.68----->		<-----18.96----->				
Significance		100%*		100%*		100%*		97%*				

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Table 6
Ottawa Senators - Loyalty Profiles
Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	88	75	13	57	32	25	35	28	13	21	21	27
	17%	19%	11%	23%	12%	18%	21%	14%	11%	20%	19%	23%
				E								J
Interested Fans	106	82	24	54	51	29	38	39	24	23	17	31
	21%	21%	20%	22%	20%	20%	22%	20%	19%	22%	15%	26%
												K
Lapsed Fans	24	19	5	15	9	11	5	8	4	4	6	5
	5%	5%	4%	6%	3%	8%	3%	4%	3%	4%	6%	4%
Uninterested	290	213	77	117	171	77	91	122	82	57	67	54
	57%	55%	65%	48%	65%	54%	54%	62%	67%	54%	60%	46%
					D				L		L	
Chi-Square		<-----5.09----->		<-----18.22----->		<-----7.52----->		<-----14.71----->				
Significance		83%*		100%*		72%*		90%*				

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

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or more than 20% of the cells have an expected value of less than 5.

Table 7
Ottawa Redblacks - Loyalty Profiles
Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	44	35	9	28	16	9	15	20	8	8	6	18
	9%	9%	8%	12%	6%	6%	9%	10%	6%	8%	6%	15%
Interested Fans	80	61	19	44	36	15	31	34	13	13	25	21
	16%	16%	16%	18%	14%	10%	19%	17%	10%	12%	22%	18%
Lapsed Fans	11	9	2	7	4	4	4	3	2	3	4	1
	2%	2%	1%	3%	1%	3%	2%	1%	2%	3%	4%	1%
Uninterested	373	284	89	164	207	114	119	140	100	82	75	78
	74%	73%	75%	68%	79%	80%	70%	71%	81%	78%	68%	66%
Chi-Square		<-----5.4----->		<-----9.13----->		<-----7.01----->			<-----19.59----->			
Significance		9%*		97%*		68%*			98%*			

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

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or more than 20% of the cells have an expected value of less than 5.

Table 8
Ottawa Charge - Loyalty Profiles
Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	38	34	4	19	19	11	13	14	7	8	10	10
	7%	9%	4%	8%	7%	8%	7%	7%	6%	7%	9%	9%
Interested Fans	64	51	13	34	28	23	22	20	13	11	10	19
	13%	13%	11%	14%	11%	16%	13%	10%	10%	10%	9%	16%
Lapsed Fans	10	10	-	3	6	6	1	3	1	2	2	2
	2%	2%	-	1%	2%	4%	0%	1%	1%	2%	2%	1%
Uninterested	397	295	102	187	209	103	134	160	102	85	88	87
	78%	76%	86%	77%	80%	72%	79%	81%	83%	80%	79%	74%
Chi-Square		<-----7.57----->		<-----1.92----->		<-----8.78----->			<-----5.27----->			
Significance		94%*		41%*		81%*			19%*			

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1

or more than 20% of the cells have an expected value of less than 5.

Table 9
Ottawa Rapid FC - Loyalty Profiles
Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	6	4	1	3	3	4	1	1	1	1	1	1
	1%	1%	1%	1%	1%	3%	1%	0%	1%	1%	1%	1%
Interested Fans	30	26	4	13	16	11	12	6	6	9	4	10
	6%	7%	3%	5%	6%	8%	7%	3%	4%	9%	3%	8%
Lapsed Fans	8	8	-	4	4	6	2	1	-	2	4	2
	2%	2%	-	2%	2%	4%	1%	0%	-	1%	4%	2%
Uninterested	465	351	113	224	239	122	154	189	117	94	102	104
	91%	90%	95%	92%	91%	85%	91%	96%	95%	89%	92%	88%
Chi-Square		<-----4.31----->		<-----.17----->		<-----17.08----->			<-----9.85----->			
Significance		77%*		2%*		99%*			64%*			

Comparison Groups: BC/DE/FGH/IJKL
 Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 "" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

Table 10
 Ottawa 67's - Loyalty Profiles
 Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	35	35	-	24	11	10	12	12	7	11	6	8
	7%	9%		10%	4%	7%	7%	6%	6%	10%	5%	7%
				E								
Interested Fans	55	47	8	30	25	15	19	22	11	9	13	13
	11%	12%	7%	13%	9%	10%	11%	11%	9%	9%	12%	11%
Lapsed Fans	18	17	1	15	3	11	5	2	3	3	4	9
	4%	4%	1%	6%	1%	8%	3%	1%	2%	2%	3%	8%
		C		E		GH						
Uninterested	400	290	110	173	224	106	133	161	102	83	89	87
	79%	74%	92%	71%	85%	74%	79%	82%	83%	79%	80%	74%
			B		D							
Chi-Square		<-----19.95----->		<-----19.05----->		<-----13.38----->			<-----9.28----->			
Significance		100%*		100%*		96%*			59%*			

Comparison Groups: BC/DE/FGH/IJKL
 Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 "" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

Table 11
 Atlético Ottawa - Loyalty Profiles
 Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	7	6	1	4	3	5	2	1	-	1	1	4
	1%	2%	1%	2%	1%	3%	1%	0%		1%	1%	4%
Interested Fans	34	29	5	17	17	8	17	9	4	10	5	12
	7%	7%	4%	7%	6%	5%	10%	5%	4%	9%	4%	10%
Lapsed Fans	8	6	2	6	2	3	4	1	1	4	3	-
	2%	1%	2%	2%	1%	2%	2%	0%	1%	4%	3%	
Uninterested	459	349	110	216	241	127	146	186	118	91	103	101
	90%	90%	93%	89%	92%	89%	86%	95%	96%	86%	92%	86%
								G	JL			
Chi-Square		<-----1.57----->		<-----2.26----->		<-----13.29----->			<-----19.31----->			
Significance		33%*		48%*		96%*			98%*			

Comparison Groups: BC/DE/FGH/IJKL
 Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 "" Denotes Chi-Square where at least one cell has an expected value of less than 1
 or more than 20% of the cells have an expected value of less than 5.

Table 12
 Ottawa Titans - Loyalty Profiles
 Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	20	16	4	14	6	4	11	5	2	6	6	5
	4%	4%	3%	6%	2%	2%	7%	3%	2%	6%	5%	4%
Interested Fans	33	30	3	21	12	9	9	15	6	7	5	9
	6%	8%	3%	9%	5%	6%	6%	7%	5%	6%	4%	8%
		C										
Lapsed Fans	14	11	4	10	5	5	7	2	3	2	3	6
	3%	3%	3%	4%	2%	4%	4%	1%	3%	2%	3%	5%

Uninterested	441	332	108	198	240	125	141	174	112	91	97	98
	87%	85%	91%	82%	91%	88%	84%	89%	91%	86%	87%	83%
Chi-Square		<-----3.91----->			<-----9.97----->			<-----9.04----->			<-----6.56----->	
Significance		73%*			98%*			83%*			32%*	

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Table 13

Ottawa Black Bears - Loyalty Profiles

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	7	5	2	6	1	5	2	1	1	3	1	2
	1%	1%	2%	3%	0%	3%	1%	0%	1%	3%	1%	2%
Interested Fans	23	21	3	19	5	7	11	5	4	6	5	5
	5%	5%	2%	8%	2%	5%	7%	3%	4%	5%	4%	5%
Lapsed Fans	9	5	4	7	1	3	5	1	1	4	3	1
	2%	1%	3%	3%	1%	2%	3%	0%	1%	4%	2%	1%
Uninterested	469	359	110	210	256	128	151	190	117	93	103	108
	92%	92%	92%	87%	97%	90%	89%	97%	95%	88%	93%	93%
Chi-Square		<-----4.05----->			<-----20.82----->			<-----12.37----->			<-----6.95----->	
Significance		74%*			100%*			95%*			36%*	

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Table 14

Ottawa BlackJacks - Loyalty Profiles

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Loyal Fans	6	6	-	4	2	1	4	2	1	2	2	2
	1%	2%	-	2%	1%	1%	2%	1%	1%	2%	1%	2%
Interested Fans	21	17	4	9	12	10	6	5	5	1	4	9
	4%	4%	4%	4%	4%	7%	3%	3%	4%	1%	3%	7%
Lapsed Fans	10	9	1	5	4	6	3	1	5	3	2	-
	2%	2%	1%	2%	2%	4%	2%	0%	4%	2%	2%	-
Uninterested	471	357	114	224	245	125	156	189	112	100	104	106
	93%	92%	96%	92%	93%	88%	92%	96%	91%	95%	93%	91%
Chi-Square		<-----3.06----->			<-----1.3----->			<-----14.1----->			<-----11.07----->	
Significance		62%*			27%*			97%*			73%*	

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Table 15

Loyal Fans Summary - Loyalty Profiles

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Ottawa Senators	88	75	13	57	32	25	35	28	13	21	21	27

	17%	19%	11%	23%	12%	18%	21%	14%	11%	20%	19%	23%
				E								I
Ottawa Redblacks	44	35	9	28	16	9	15	20	8	8	6	18
	9%	9%	8%	12%	6%	6%	9%	10%	6%	8%	6%	15%
												K
Ottawa Charge	38	34	4	19	19	11	13	14	7	8	10	10
	7%	9%	4%	8%	7%	8%	7%	7%	6%	7%	9%	9%
Ottawa 67's	35	35	-	24	11	10	12	12	7	11	6	8
	7%	9%		10%	4%	7%	7%	6%	6%	10%	5%	7%
				E								
Ottawa Titans	20	16	4	14	6	4	11	5	2	6	6	5
	4%	4%	3%	6%	2%	2%	7%	3%	2%	6%	5%	4%
Atlético Ottawa	7	6	1	4	3	5	2	1	-	1	1	4
	1%	2%	1%	2%	1%	3%	1%	0%		1%	1%	4%
Ottawa Black Bears	7	5	2	6	1	5	2	1	1	3	1	2
	1%	1%	2%	3%	0%	3%	1%	0%	1%	3%	1%	2%
Ottawa BlackJacks	6	6	-	4	2	1	4	2	2	2	2	2
	1%	2%		2%	1%	1%	2%	1%	1%	2%	1%	2%
Ottawa Rapid FC	6	4	1	3	3	4	1	1	1	1	1	1
	1%	1%	1%	1%	1%	3%	1%	0%	1%	1%	1%	1%
Chi-Square		<-----11.59----->			<-----6.41----->			<-----21.71----->			<-----13.35----->	
Significance		83%*			40%*			85%*			4%*	

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1

or more than 20% of the cells have an expected value of less than 5.

Table 16

Interested Fans Summary - Loyalty Profiles

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Ottawa Senators	106	82	24	54	51	29	38	39	24	23	17	31
	21%	21%	20%	22%	20%	20%	22%	20%	19%	22%	15%	26%
												K
Ottawa Redblacks	80	61	19	44	36	15	31	34	13	13	25	21
	16%	16%	16%	18%	14%	10%	19%	17%	10%	12%	22%	18%
												I
Ottawa Charge	64	51	13	34	28	23	22	20	13	11	10	19
	13%	13%	11%	14%	11%	16%	13%	10%	10%	10%	9%	16%
Ottawa 67's	55	47	8	30	25	15	19	22	11	9	13	13
	11%	12%	7%	13%	9%	10%	11%	11%	9%	9%	12%	11%
Atlético Ottawa	34	29	5	17	17	8	17	9	4	10	5	12
	7%	7%	4%	7%	6%	5%	10%	5%	4%	9%	4%	10%
Ottawa Titans	33	30	3	21	12	9	9	15	6	7	5	9
	6%	8%	3%	9%	5%	6%	6%	7%	5%	6%	4%	8%
		C										
Ottawa Rapid FC	30	26	4	13	16	11	12	6	6	9	4	10
	6%	7%	3%	5%	6%	8%	7%	3%	4%	9%	3%	8%
Ottawa Black Bears	23	21	3	19	5	7	11	5	4	6	5	5
	5%	5%	2%	8%	2%	5%	7%	3%	4%	5%	4%	5%
				E								
Ottawa BlackJacks	21	17	4	9	12	10	6	5	5	1	4	9
	4%	4%	4%	4%	4%	7%	3%	3%	4%	1%	3%	7%
												J
Chi-Square		<-----6.1----->			<-----9.62----->			<-----19.59----->			<-----19.34----->	
Significance		36%			71%			76%			27%	

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

Table 17

Lapsed Fans Summary - Loyalty Profiles

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Ottawa Senators	24	19	5	15	9	11	5	8	4	4	6	5
	5%	5%	4%	6%	3%	8%	3%	4%	3%	4%	6%	4%
Ottawa 67's	18	17	1	15	3	11	5	2	3	3	4	9
	4%	4%	1%	6%	1%	8%	3%	1%	2%	2%	3%	8%
		C		E		GH						
Ottawa Titans	14	11	4	10	5	5	7	2	3	2	3	6

	3%	3%	3%	4%	2%	4%	4%	1%	3%	2%	3%	5%
Ottawa Redblacks	11	9	2	7	4	4	4	3	2	3	4	1
	2%	2%	1%	3%	1%	3%	2%	1%	2%	3%	4%	1%
Ottawa BlackJacks	10	9	1	5	4	6	3	1	5	3	2	-
	2%	2%	1%	2%	2%	4%	2%	0%	4%	2%	2%	
						H						
Ottawa Charge	10	10	-	3	6	6	1	3	1	2	2	2
	2%	2%		1%	2%	4%	0%	1%	1%	2%	2%	1%
Ottawa Black Bears	9	5	4	7	1	3	5	1	1	4	3	1
	2%	1%	3%	3%	1%	2%	3%	0%	1%	4%	2%	1%
Atlético Ottawa	8	6	2	6	2	3	4	1	1	4	3	-
	2%	1%	2%	2%	1%	2%	2%	0%	1%	4%	3%	
Ottawa Rapid FC	8	8	-	4	4	6	2	1	-	2	4	2
	2%	2%		2%	2%	4%	1%	0%		1%	4%	2%
Chi-Square		<-----11.95----->		<-----9.85----->		<-----16.46----->		<-----29.05----->				
Significance		85%*		72%*		58%*				78%*		

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.

*** Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Table 18

Uninterested Summary - Loyalty Profiles

Base: All respondents

	REGION			GENDER		AGE			INCOME			
	TOTAL	Ottawa	Gatineau	Men	Women	18-34	35-54	55+	Under \$60,000	\$60,000 - <\$100,000	\$100,000 - <\$150,000	\$150,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Weighted Total	508	389	119	243	263	142	169	196	123	106	111	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	403	105	227	278	144	181	183	109	112	119	122
Ottawa BlackJacks	471	357	114	224	245	125	156	189	112	100	104	106
	93%	92%	96%	92%	93%	88%	92%	96%	91%	95%	93%	91%
								F				
Ottawa Black Bears	469	359	110	210	256	128	151	190	117	93	103	108
	92%	92%	92%	87%	97%	90%	89%	97%	95%	88%	93%	93%
					D			G				
Ottawa Rapid FC	465	351	113	224	239	122	154	189	117	94	102	104
	91%	90%	95%	92%	91%	85%	91%	96%	95%	89%	92%	88%
			B					F				
Atlético Ottawa	459	349	110	216	241	127	146	186	118	91	103	101
	90%	90%	93%	89%	92%	89%	86%	95%	96%	86%	92%	86%
								G				
Ottawa Titans	441	332	108	198	240	125	141	174	112	91	97	98
	87%	85%	91%	82%	91%	88%	84%	89%	91%	86%	87%	83%
					D							
Ottawa 67's	400	290	110	173	224	106	133	161	102	83	89	87
	79%	74%	92%	71%	85%	74%	79%	82%	83%	79%	80%	74%
			B		D							
Ottawa Charge	397	295	102	187	209	103	134	160	102	85	88	87
	78%	76%	86%	77%	80%	72%	79%	81%	83%	80%	79%	74%
			B									
Ottawa Redblacks	373	284	89	164	207	114	119	140	100	82	75	78
	74%	73%	75%	68%	79%	80%	70%	71%	81%	78%	68%	66%
					D							
Ottawa Senators	290	213	77	117	171	77	91	122	82	57	67	54
	57%	55%	65%	48%	65%	54%	54%	62%	67%	54%	60%	46%
					D				L		L	
Chi-Square		<-----3.06----->		<-----6.95----->		<-----4.11----->		<-----5.43----->				
Significance		7%		46%								%

Comparison Groups: BC/DE/FGH/IJKL

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

Uppercase letters indicate significance at the 95% level.