

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

		PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
	TOTAL	At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Ottawa Senators of the NHL	112	112	-	100	-	11	-
	22%	56%		57%		49%	
Ottawa Redblacks of the CFL	54	54	-	50	-	4	-
	11%	27%		28%		17%	
Ottawa 67's of the OHL	52	52	-	50	-	3	-
	10%	27%		29%		11%	
				F			
Ottawa Charge of the PWHL	47	47	-	40	-	7	-
	9%	24%		23%		31%	
Ottawa Titans of the Frontier League	34	34	-	30	-	4	-
	7%	17%		17%		17%	
Ottawa BlackJacks of the CEBL	15	15	-	12	-	3	-
	3%	8%		7%		12%	
Ottawa Black Bears of the NLL	15	15	-	15	-	-	-
	3%	8%		9%			
Atlético Ottawa of the CPL	15	15	-	11	-	3	-
	3%	7%		6%		15%	
Ottawa Rapid FC of the NSL	13	13	-	11	-	2	-
	3%	7%		6%		8%	
A single team (NET)	116	116	-	98	-	18	-
	23%	59%		56%		80%	
						D	
At least one team (NET)	198	198	-	175	-	23	-
	39%	100%		100%		100%	
More than one team (NET)	82	82	-	77	-	5	-
	16%	41%		44%		20%	
				F			
Haven't attended a ticketed sporting event in Ottawa in the	290	-	290	-	118	-	172
	57%		100%		96%		92%
Don't know	16	-	-	-	3	-	12
	3%				3%		7%
Prefer not to answer	4	-	-	-	1	-	3
	1%				1%		2%
Chi-Square		<-----1042.48----->		<-----1092.47----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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

		PAST 12 MONTH ATTENDANCE	ATTENDANCE PROFILES
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	TOTAL	At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
MEAN NUMBER OF TEAMS	0.73	1.80	0.00	1.82	0.00	1.60	0.00
		C		EG		EG	
A single team (NET)	116	116	-	98	-	18	-
	23%	59%		56%		80%	
						D	
Two to three different teams (NET)	63	63	-	61	-	2	-
	12%	32%		35%		9%	
				F			
Four or more different teams (NET)	19	19	-	17	-	3	-
	4%	10%		10%		11%	
Haven't attended a ticketed sporting event in Ottawa in the	290	-	290	-	118	-	172
Don't know	16	-	-	-	3	-	12
	3%				3%		7%
Prefer not to answer	4	-	-	-	1	-	3
	1%				1%		2%
Chi-Square		<-----488.09----->		<-----528.63----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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

		PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
	TOTAL	At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Ottawa Senators of the NHL	194	117	75	117	77	-	-
	38%	59%	26%	67%	63%		
		C					
Ottawa Redblacks of the CFL	124	82	41	82	42	-	-
	24%	41%	14%	47%	34%		
		C					
Ottawa Charge of the PWHL	102	71	31	71	31	-	-
	20%	36%	11%	41%	25%		
		C		E			
Ottawa 67's of the OHL	90	60	31	60	31	-	-
	18%	30%	11%	34%	25%		
		C					
Ottawa Titans of the Frontier League	53	41	12	41	12	-	-
	10%	20%	4%	23%	10%		
		C		E			
Atlético Ottawa of the CPL	41	30	11	30	11	-	-
	8%	15%	4%	17%	9%		
		C					

Ottawa Rapid FC of the NSL	35	24	10	24	11	-	-
	7%	12%	3%	14%	9%		
		C					
Ottawa Black Bears of the NLL	31	26	4	26	5	-	-
	6%	13%	1%	15%	4%		
		C		E			
Ottawa BlackJacks of the CEBL	27	25	2	25	2	-	-
	5%	13%	1%	14%	2%		
		C		E			
A single team (NET)	126	60	63	60	66	-	-
	25%	30%	22%	34%	54%		
					D		
At least one team (NET)	297	175	118	175	122	-	-
	58%	88%	41%	100%	100%		
		C					
More than one team (NET)	171	115	55	115	56	-	-
	34%	58%	19%	66%	46%		
		C		E			
Not interested in attending a game for any of these in the next year	155	9	141	-	-	9	146
	31%	5%	49%			40%	78%
			B				F
Don't know	53	14	31	-	-	14	39
	10%	7%	11%			60%	21%
						G	
Prefer not to answer	3	-	1	-	-	-	3
	1%		0%				1%
Chi-Square		<-----239.27----->		<-----1671.64----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
MEAN NUMBER OF TEAMS	1.54	2.58	0.84	2.72	1.82	0.00	0.00
		C		EFG	FG		
A single team (NET)	126	60	63	60	66	-	-
	25%	30%	22%	34%	54%		
					D		
Two to three different teams (NET)	119	71	47	71	48	-	-
	23%	36%	16%	40%	39%		
		C					
Four or more different teams (NET)	53	45	8	45	8	-	-
	10%	23%	3%	26%	7%		
		C		E			
Not interested in attending a game for any of these in the next year	155	9	141	-	-	9	146
	31%	5%	49%			40%	78%
			B				F
Don't know	53	14	31	-	-	14	39
	10%	7%	11%			60%	21%

						G	
Prefer not to answer	3	-	1	-	-	-	3
	1%		0%				1%
Chi-Square		<-----140.67----->		<-----585.62----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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 5

Sports Loyalty Profiles

Base: All respondents

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Loyal Fans	175	175	-	175	-	-	-
	34%	88%		100%			
Interested Fans	122	-	118	-	122	-	-
	24%		41%		100%		
Lapsed Fans	23	23	-	-	-	23	-
	5%	12%				100%	
Uninterested	188	-	172	-	-	-	188
	37%		59%				100%
Chi-Square		<-----488.09----->		<-----1524.01----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Loyal Fans	88	88	-	88	-	-	-
	17%	45%		50%			
Interested Fans	106	29	75	29	77	-	-
	21%	14%	26%	16%	63%		
			B		D		
Lapsed Fans	24	23	1	12	-	11	1
	5%	12%	0%	7%		49%	0%
		C		G		DG	

Uninterested	290	58	214	46	45	12	187
	57%	29%	74%	26%	37%	51%	100%
			B			D	DEF
Chi-Square		<-----210.17----->		<-----526.22----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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 7

Ottawa Redblacks - Loyalty Profiles

Base: All respondents

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Loyal Fans	44	44	-	44	-	-	-
	9%	22%		25%			
Interested Fans	80	38	41	38	42	-	-
	16%	19%	14%	22%	34%		
					D		
Lapsed Fans	11	10	1	6	-	4	1
	2%	5%	0%	3%		17%	0%
		C				G	
Uninterested	373	106	249	87	80	19	187
	74%	54%	86%	50%	66%	83%	100%
			B		D	D	DEF
Chi-Square		<-----95.21----->		<-----210.83----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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 8

Ottawa Charge - Loyalty Profiles

Base: All respondents

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Loyal Fans	38	38	-	38	-	-	-
	7%	19%		22%			
Interested Fans	64	33	31	33	31	-	-
	13%	17%	11%	19%	25%		
Lapsed Fans	10	9	1	2	-	7	1

	2%	4%	0%	1%		31%	0%
		C				DG	
Uninterested	397	118	259	102	91	16	187
	78%	60%	89%	58%	75%	69%	100%
		B			D		DEF
Chi-Square		<-----82.89----->		<-----253.01----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Loyal Fans	6	6	-	6	-	-	-
	1%	3%		3%			
Interested Fans	30	18	10	18	11	-	-
	6%	9%	3%	10%	9%		
		C					
Lapsed Fans	8	7	1	5	-	2	1
	2%	4%	0%	3%		8%	0%
		C					
Uninterested	465	167	279	145	111	21	187
	91%	84%	96%	83%	91%	92%	100%
		B					DE
Chi-Square		<-----25.51----->		<-----46.52----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Loyal Fans	35	35	-	35	-	-	-
	7%	18%		20%			
Interested Fans	55	24	31	24	31	-	-

	11%	12%	11%	14%	25%		
					D		
Lapsed Fans	18	17	1	15	-	3	1
	4%	9%	0%	8%		11%	0%
		C		G			
Uninterested	400	121	259	101	91	21	187
	79%	61%	89%	57%	75%	89%	100%
			B		D	D	DE
Chi-Square		<-----86.63----->			<-----160.49----->		
Significance		100%*			100%*		

Comparison Groups: BC/DEFG

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

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
		-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Loyal Fans	7	7	-	7	-	-	-
	1%	4%		4%			
Interested Fans	34	23	11	23	11	-	-
	7%	12%	4%	13%	9%		
		C					
Lapsed Fans	8	7	1	4	-	3	1
	2%	4%	0%	2%		15%	0%
		C				G	
Uninterested	459	161	278	141	111	20	187
	90%	81%	96%	81%	91%	85%	100%
			B		D		DEF
Chi-Square		<-----31.78----->			<-----73.74----->		
Significance		100%*			100%*		

Comparison Groups: BC/DEFG

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

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
		-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192

Loyal Fans	20 4%	20 10%	-	20 12%	-	-	-
Interested Fans	33 6%	20 10%	12 4%	20 12%	12 10%	-	-
		C					
Lapsed Fans	14 3%	14 7%	1 0%	10 6%	-	4 17%	1 0%
		C		G		G	
Uninterested	441 87%	144 73%	277 95%	125 71%	110 90%	19 83%	187 100%
			B		D		DEF
Chi-Square		<-----60.5----->		<-----98.79----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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

	TOTAL ----- (A)	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team ----- (B)	None ----- (C)	Loyal Fans ----- (D)	Interested Fans ----- (E)	Lapsed Fans ----- (F)	Uninterested ----- (G)
Weighted Total	508 100%	198 100%	290 100%	175 100%	122 100%	23 100%	188 100%
Unweighted Total	508	201	287	175	115	26	192
Loyal Fans	7 1%	7 4%	-	7 4%	-	-	-
Interested Fans	23 5%	18 9%	4 1%	18 11%	5 4%	-	-
		C					
Lapsed Fans	9 2%	8 4%	1 0%	8 5%	-	-	1 0%
		C		G			
Uninterested	469 92%	164 83%	285 98%	141 81%	117 96%	23 100%	187 100%
			B		D		D
Chi-Square		<-----38.55----->		<-----53.38----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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

	TOTAL ----- (A)	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team ----- (B)	None ----- (C)	Loyal Fans ----- (D)	Interested Fans ----- (E)	Lapsed Fans ----- (F)	Uninterested ----- (G)

Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Loyal Fans	6	6	-	6	-	-	-
	1%	3%		4%			
Interested Fans	21	19	2	19	2	-	-
	4%	9%	1%	11%	2%		
		C		E			
Lapsed Fans	10	9	1	6	-	3	1
	2%	4%	0%	3%		12%	0%
		C		G			
Uninterested	471	164	287	144	120	20	187
	93%	83%	99%	82%	98%	88%	100%
			B		D		D
Chi-Square		<-----43.96----->		<-----64.74----->			
Significance		100%*		100%*			

Comparison Groups: BC/DEFG

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

	TOTAL ----- (A)	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team ----- (B)	None ----- (C)	Loyal Fans ----- (D)	Interested Fans ----- (E)	Lapsed Fans ----- (F)	Uninterested ----- (G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Ottawa Senators	88	88	-	88	-	-	-
	17%	45%		50%			
Ottawa Redblacks	44	44	-	44	-	-	-
	9%	22%		25%			
Ottawa Charge	38	38	-	38	-	-	-
	7%	19%		22%			
Ottawa 67's	35	35	-	35	-	-	-
	7%	18%		20%			
Ottawa Titans	20	20	-	20	-	-	-
	4%	10%		12%			
Atlético Ottawa	7	7	-	7	-	-	-
	1%	4%		4%			
Ottawa Black Bears	7	7	-	7	-	-	-
	1%	4%		4%			
Ottawa BlackJacks	6	6	-	6	-	-	-
	1%	3%		4%			
Ottawa Rapid FC	6	6	-	6	-	-	-
	1%	3%		3%			
Chi-Square		<-----.0----->		<-----.0----->			
Significance		%*		%*			

Comparison Groups: BC/DEFG

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

	TOTAL ----- (A)	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team ----- (B)	None ----- (C)	Loyal Fans ----- (D)	Interested Fans ----- (E)	Lapsed Fans ----- (F)	Uninterested ----- (G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Ottawa Senators	106	29	75	29	77	-	-
	21%	14%	26%	16%	63%		
			B		D		
Ottawa Redblacks	80	38	41	38	42	-	-
	16%	19%	14%	22%	34%		
					D		
Ottawa Charge	64	33	31	33	31	-	-
	13%	17%	11%	19%	25%		
Ottawa 67's	55	24	31	24	31	-	-
	11%	12%	11%	14%	25%		
					D		
Atlético Ottawa	34	23	11	23	11	-	-
	7%	12%	4%	13%	9%		
		C					
Ottawa Titans	33	20	12	20	12	-	-
	6%	10%	4%	12%	10%		
		C					
Ottawa Rapid FC	30	18	10	18	11	-	-
	6%	9%	3%	10%	9%		
		C					
Ottawa Black Bears	23	18	4	18	5	-	-
	5%	9%	1%	11%	4%		
		C					
Ottawa BlackJacks	21	19	2	19	2	-	-
	4%	9%	1%	11%	2%		
		C		E			
Chi-Square		<-----51.92----->		<-----51.36----->			
Significance		100%		100%*			

Comparison Groups: BC/DEFG

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 17

Lapsed Fans Summary - Loyalty Profiles

Base: All respondents

	TOTAL ----- (A)	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team ----- (B)	None ----- (C)	Loyal Fans ----- (D)	Interested Fans ----- (E)	Lapsed Fans ----- (F)	Uninterested ----- (G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Ottawa Senators	24	23	1	12	-	11	1
	5%	12%	0%	7%		49%	0%
		C		G		DG	

Ottawa 67's	18	17	1	15	-	3	1
	4%	9%	0%	8%		11%	0%
		C		G			
Ottawa Titans	14	14	1	10	-	4	1
	3%	7%	0%	6%		17%	0%
		C		G		G	
Ottawa Redblacks	11	10	1	6	-	4	1
	2%	5%	0%	3%		17%	0%
		C				G	
Ottawa BlackJacks	10	9	1	6	-	3	1
	2%	4%	0%	3%		12%	0%
		C		G			
Ottawa Charge	10	9	1	2	-	7	1
	2%	4%	0%	1%		31%	0%
		C				DG	
Ottawa Black Bears	9	8	1	8	-	-	1
	2%	4%	0%	5%			0%
		C		G			
Atlético Ottawa	8	7	1	4	-	3	1
	2%	4%	0%	2%		15%	0%
		C				G	
Ottawa Rapid FC	8	7	1	5	-	2	1
	2%	4%	0%	3%		8%	0%
		C					
Chi-Square		<-----1----->		<-----19.94----->			
Significance			%*	99%*			

Comparison Groups: BC/DEFG

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

	TOTAL	PAST 12 MONTH ATTENDANCE		ATTENDANCE PROFILES			
		At least one team	None	Loyal Fans	Interested Fans	Lapsed Fans	Uninterested
	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weighted Total	508	198	290	175	122	23	188
	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	508	201	287	175	115	26	192
Ottawa BlackJacks	471	164	287	144	120	20	187
	93%	83%	99%	82%	98%	88%	100%
			B		D		D
Ottawa Black Bears	469	164	285	141	117	23	187
	92%	83%	98%	81%	96%	100%	100%
			B		D		D
Ottawa Rapid FC	465	167	279	145	111	21	187
	91%	84%	96%	83%	91%	92%	100%
			B				DE
Atlético Ottawa	459	161	278	141	111	20	187
	90%	81%	96%	81%	91%	85%	100%
			B		D		DEF
Ottawa Titans	441	144	277	125	110	19	187
	87%	73%	95%	71%	90%	83%	100%
			B		D		DEF
Ottawa 67's	400	121	259	101	91	21	187
	79%	61%	89%	57%	75%	89%	100%
			B		D	D	DE

Ottawa Charge	397	118	259	102	91	16	187
	78%	60%	89%	58%	75%	69%	100%
			B		D		DEF
Ottawa Redblacks	373	106	249	87	80	19	187
	74%	54%	86%	50%	66%	83%	100%
			B		D	D	DEF
Ottawa Senators	290	58	214	46	45	12	187
	57%	29%	74%	26%	37%	51%	100%
			B			D	DEF
Chi-Square		<-----30.1----->		<-----74.42----->			
Significance		100%		100%			

Comparison Groups: BC/DEFG

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

Uppercase letters indicate significance at the 95% level.