

THE MODERN FANDOM



Designed by Dan Wolski

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Sure, the Chicago Blackhawks have won three Stanley Cups in the last six years and have the most popular Facebook page to show for it. But then again, the Toronto Maple Leafs haven't hoisted the cup since 1967, yet retain one of the largest internet fanbases in the league.

In today's game, it's not all about success on the ice. Team charisma, history, and tradition, or maybe even a well designed logo draw hundreds of thousands of fans to click that "like" button.

*Stanley Cup Wins
1927-Present*

Montreal
24

Edmonton
5

Ottawa
4

Toronto
13

13

Detroit
11

2

Chicago
6

Pittsburgh
3

Philly
2

New Jersey
3

MNR
4

NYI
4

Colorado
2

LA
2

Boston
6

| Teams with One Stanley Cup | |
|----------------------------|------|
| Anaheim | 2007 |
| Carolina | 2006 |
| Tampa Bay | 2004 |
| Dallas | 1999 |
| Calgary | 1989 |

Projection- North America Albers Equal Area Conic
Central Meridian: -96° Standard Parallel: 20° & 60°N
Shapefiles: <http://www.naturalearthdata.com>
Trophy emblem by Nikita Kozin, The Noun Project
Stanley Cup Wins: <http://www.nhl.com/ice/page.htm?id=25426>
Facebook Fans: <http://www.statista.com/statistics/243087/facebook-fans-of-national-hockey-league-teams/>
Logos property of respective NHL franchises



Facebook Fans per Team (1000's)

2201 - 2800



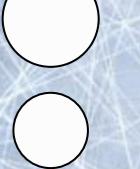
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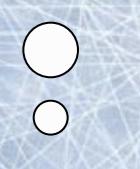
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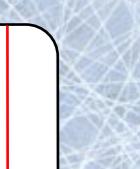
486 - 740



281 - 485



150 - 280



<150

