

BC Reid Express - April 2003 (60-0584-89)

As you may know, the National Hockey League playoffs will begin on April 9th. How far do you think the Vancouver Canucks will go in this year's playoffs? Do you think they will ?

detailed tables

| | Region | | | Gender | | Age | | | Canucks Fans | |
|---|--------|-----|-------|--------|-----|-------|-------|-----|--------------|---------------|
| | Total | LM | No LM | M | F | 18-34 | 35-54 | 55+ | Hardcore | Non- Hardcore |
| Base: CANUCKS FANS (Will watch at least some playoff games) | 337 | 243 | 94 | 195 | 142 | 90 | 155 | 85 | 145 | 192 |
| Weighted | 325 | 203 | 122 | 181 | 144 | 116 | 133 | 70 | 137 | 188 |
| Lose in the first round | 6% | 8% | 3% | 8% | 4% | 3% | 8% | 8% | 9% | 4% |
| Lose in the second round (conference semi-final) | 19% | 20% | 17% | 24% | 12% | 15% | 21% | 19% | 20% | 17% |
| Lose in the third round (conference final) | 26% | 27% | 25% | 30% | 22% | 32% | 22% | 24% | 30% | 24% |
| Lose in the Stanley Cup final | 11% | 10% | 13% | 9% | 14% | 12% | 8% | 17% | 6% | 15% |
| Win the Stanley Cup | 37% | 33% | 42% | 28% | 48% | 37% | 40% | 32% | 34% | 39% |
| (Don't know/No opinion) | 1% | 1% | 1% | 1% | 1% | 1% | 2% | - | 1% | 1% |

Who do you think has been the Vancouver Canucks' most valuable player this season?

| | Region | | | Gender | | Age | | | Canucks Fans | |
|---|--------|-----|-------|--------|-----|-------|-------|-----|--------------|---------------|
| | Total | LM | No LM | M | F | 18-34 | 35-54 | 55+ | Hardcore | Non- Hardcore |
| Base: CANUCKS FANS (Will watch at least some playoff games) | 337 | 243 | 94 | 195 | 142 | 90 | 155 | 85 | 145 | 192 |
| Weighted | 325 | 203 | 122 | 181 | 144 | 116 | 133 | 70 | 137 | 188 |
| Markus Naslund | 42% | 47% | 34% | 44% | 39% | 42% | 45% | 36% | 47% | 38% |
| Todd Bertuzzi | 27% | 26% | 30% | 31% | 23% | 26% | 26% | 31% | 33% | 23% |
| Trevor Linden | 5% | 4% | 6% | 4% | 5% | 5% | 5% | 3% | 4% | 5% |
| Dan Cloutier | 3% | 3% | 3% | 3% | 3% | 1% | 4% | 5% | 3% | 3% |
| Ed Jovanovski | 2% | 1% | 2% | 3% | - | 4% | 1% | - | 3% | 0 |
| Brendan Morrison | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 3% | 0 |
| Matt Cooke | 1% | - | 2% | 1% | - | - | 1% | - | 1% | - |
| Darren Langdon | 1% | 1% | - | 1% | 1% | 1% | 1% | - | - | 1% |
| (Don't know/No opinion) | 18% | 15% | 23% | 11% | 27% | 19% | 14% | 23% | 5% | 27% |

Now, regardless of who has been the most valuable, who is your favourite Canuck?

| | Region | | | Gender | | Age | | | Canucks Fans | |
|---|--------|-----|-------|--------|-----|-------|-------|-----|--------------|---------------|
| | Total | LM | No LM | M | F | 18-34 | 35-54 | 55+ | Hardcore | Non- Hardcore |
| Base: CANUCKS FANS (Will watch at least some playoff games) | 337 | 243 | 94 | 195 | 142 | 90 | 155 | 85 | 145 | 192 |
| Weighted | 325 | 203 | 122 | 181 | 144 | 116 | 133 | 70 | 137 | 188 |
| Todd Bertuzzi | 23% | 26% | 17% | 26% | 18% | 18% | 24% | 27% | 26% | 20% |
| Trevor Linden | 22% | 21% | 23% | 25% | 18% | 28% | 23% | 10% | 23% | 21% |
| Markus Naslund | 17% | 18% | 14% | 16% | 18% | 13% | 15% | 23% | 16% | 17% |
| Dan Cloutier | 4% | 2% | 7% | 3% | 6% | 9% | 2% | 1% | 7% | 2% |
| Ed Jovanovski | 3% | 4% | 3% | 4% | 3% | 1% | 5% | 5% | 6% | 2% |
| Matt Cooke | 3% | 4% | 2% | 4% | 2% | 7% | 2% | - | 4% | 3% |
| Brendan Morrison | 1% | 1% | 1% | 2% | - | 1% | 2% | 1% | 1% | 1% |
| Daniel Sedin | 1% | 1% | - | 1% | 0 | 1% | 0 | - | 1% | - |
| (Don't know/No opinion) | 23% | 18% | 31% | 15% | 32% | 19% | 22% | 30% | 12% | 30% |

How many Canucks' playoff games do you plan to watch, either in person or on television? Would you say you plan to watch ?

| | Region | | | Gender | | Age | | | Canucks Fans | |
|-----------------------|--------|-----|-------|--------|-----|-------|-------|-----|--------------|---------------|
| | Total | LM | No LM | M | F | 18-34 | 35-54 | 55+ | Hardcore | Non- Hardcore |
| Base: ALL RESPONDENTS | 659 | 444 | 215 | 329 | 330 | 164 | 293 | 188 | 145 | 514 |
| Weighted | 659 | 367 | 292 | 319 | 340 | 222 | 256 | 168 | 137 | 522 |
| All of the games | 21% | 23% | 19% | 24% | 17% | 20% | 24% | 18% | 100% | - |
| Most of the games | 14% | 17% | 11% | 17% | 11% | 18% | 15% | 9% | - | 18% |
| Some of the games | 14% | 16% | 12% | 15% | 13% | 14% | 14% | 14% | - | 18% |
| Very few of the games | 18% | 15% | 22% | 17% | 20% | 22% | 18% | 14% | - | 23% |
| None of the games | 31% | 28% | 34% | 25% | 36% | 25% | 28% | 42% | - | 39% |
| (DK/NS) | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | - | 2% |