

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 ?

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

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

	Total	Region		Gender		Age			Canucks Fans	
		LM	No LM	M	F	18-34	35-54	55+	Hardcore	Non- Hardcore
Base: CANUCKS FANS (Will watch at least some playoff games) Weighted	337	243	94	195	142	90	155	85	145	192
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?

	Total	Region		Gender		Age			Canucks Fans	
		LM	No LM	M	F	18-34	35-54	55+	Hardcore	Non- Hardcore
Base: CANUCKS FANS (Will watch at least some playoff games) Weighted	337	243	94	195	142	90	155	85	145	192
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 ?

	Total	Region		Gender		Age			Canucks Fans	
		LM	No LM	M	F	18-34	35-54	55+	Hardcore	Non- Hardcore
Base: ALL RESPONDENTS Weighted	659	444	215	329	330	164	293	188	145	514
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%