

Canadians Look to Vancouver to Bring Home the Stanley Cup

Anticipation Building as Vancouver Canucks Look to Become "Canada's Team"

Public Release Date: Wednesday, June 1, 2011, 6:00 AM EST



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Vancouver, BC – The puck is about to drop for the first game of the 2011 Stanley Cup Finals and it appears that most Canadians are cheering for the Vancouver Canucks. In fact, close to two thirds of Canadians (62%) are hoping that the Vancouver Canucks will be the first Canadian team since 1993 to bring the Stanley Cup home. Comparatively, only one in ten (11%) are cheering for a Boston Bruins victory. Just over a quarter of Canadians (27%) have no opinion. These are the key findings of an exclusive poll conducted by Ipsos Reid for Rogers Sportsnet.

“It has been 18 long years since a Canadian based NHL team has won the Stanley Cup and it looks like the country is overwhelmingly saying ‘we want it back – now!’,” says Steve Mossop, President with Ipsos Reid in Western Canada. “Just as it was during the 2010 Olympics, Rogers Arena is once again the focus of Canada’s hockey obsession. With the Vancouver Canucks heading into a Stanley Cup showdown against the Boston Bruins, the team has the support of fans all across the country.”

That support is of course strongest in British Columbia, where a solid 83% of residents are cheering “Go Canucks Go”. That support rings true throughout much of Canada as well, as the team appears to be carrying the banner for the whole country. Region by region, support for the Canucks is as follows:

- Alberta – 60%
- Saskatchewan/Manitoba – 66%
- Ontario – 63%
- Quebec – 51%

- Atlantic Canada – 57%

Interestingly enough, the Boston Bruins are finding pockets of fan support in Canada, most of that coming from Alberta (17%) and Quebec (18%), whereas only 7% of British Columbians say they are cheering for Boston.

But with the Stanley Cup Final beginning on June 1, it does appear that some Canadians are turning their focus away from the nation's favourite winter sport, at least for the start of the summer season. Overall, just under half (43%) of the Canadian population is following the playoffs and of that only 18% are following very closely. Just over a quarter (27%) say they are not following that closely and nearly a third (30%) aren't even following at all closely.

Naturally, interest in British Columbia is highest, where three quarters of the population is quite heavily invested in this year's post-season activity (47% following very closely, and 27% somewhat closely). At the moment, the province is much more focused on a trip to the Stanley Cup than a trip to Stanley Park.

"The energy and excitement in BC is building with every moment," adds Mossop. "In fact, a recent survey that we conducted in the province showed that British Columbians feel more excitement going into the Stanley Cup Final than they did a year ago going into to opening of the Olympics – 82% vs. 53% respectively. And knowing that the majority of the country is also supporting the team, the Canucks can face off against the Bruins with much more than just a great team of players on their side."

This release is based on the findings of an Ipsos Reid study fielded May 30th to 31st, 2011. This online survey of 1,002 Canadian adults was conducted via the Ipsos Online Panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel

provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20.

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