

Game Three Blowout Doesn't Deflate Canucks Fans

8 in 10 BCers Still Excited Over the Cup Final, Still Following Closely, and Still Expect to Win

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Vancouver, BC, June 8, 2011 – Despite Monday's dismal performance in Game Three of the Stanley Cup Final, the Vancouver Canucks still have the overwhelming support of their fan base across British Columbia. A survey conducted by Ipsos Reid right after Game Three shows the vast majority (81%) of British Columbians are still excited about the Stanley Cup playoffs. Equally large majorities are following the games closely (82%) and are expecting that the Vancouver Canucks will ultimately defeat the Boston Bruins (78%).

"Heading into the middle of this exciting final series, BC residents are nearly universal in their support of the Vancouver Canucks," says Steve Mossop, President with Ipsos Reid in Western Canada. "Fans all across the province are glued to their TV sets. And despite Monday's game, there's an underlying spirit in the province that says 'we believe'."

Excitement levels for the Canucks have remained steady throughout the series, indicated by a comparison of an [Ipsos Reid poll](#) released on May 31, just prior to the start of the Stanley Cup Final, but interest and expectations are rising. Interest in the series has climbed up from 76% following closely before the start of Game One to 82% and the expectation for the Canucks to win it all has increased slightly from 73% before the start of Game One to 78%. Excitement levels have remained at 81%, the same as the level measured earlier (82%).

But Canucks fans aren't necessarily taking their support to the streets. The vast majority of British Columbia hockey fans are following the games closely at home in their own living rooms. Eight in 10 British Columbians (82%) are watching the games from home, with only 1 in 10 (9%) having hosted or attended a Stanley Cup viewing party at a private residence. A small number (16%) has watched a game at a restaurant or bar. Even fewer (3%) are watching from any of the outdoor public venues that have been set up in their community.

This release is based on the findings of an Ipsos Reid study fielded June 6 and 7, 2011. This online survey of 1,052 British Columbia 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 British Columbia 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 +/- 3.02 percentage points, 19 times out of 20.

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