

Which one of these sports teams do you think more accurately represents British Columbia?



	British Columbia	GENDER		AGE			REGION				ANNUAL HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	<\$50K	\$50K-\$100K	\$100K+
Vancouver Canucks (NHL)	53%	50%	56%	63%	60%	44%	56%	55%	47%	49%	53%	50%	56%	56%
BC Lions (CFL)	18%	21%	14%	12%	14%	22%	13%	23%	20%	26%	15%	18%	17%	19%
Vancouver Whitecaps (MLS)	5%	5%	5%	7%	5%	5%	6%	4%	4%	5%	5%	4%	5%	5%
Vancouver Giants (WHL)	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%
Vancouver Canadians (NWL Baseball)	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	0%	0%	1%	2%
Not sure	21%	21%	21%	16%	18%	25%	21%	16%	26%	19%	25%	26%	18%	17%

Poll conducted by Research Co. on Professional Sports in British Columbia - April 4, 2019

Over the course of the past five years, would you say you have become more interested, are just as interested, or have become less interested in each of these sports teams?



	British Columbia	GENDER		AGE			REGION				ANNUAL HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	Metro		Vancouver Island		<\$50K	\$50K-\$100K	\$100K+	
							Vancouver	Fraser Valley	Southern BC	Northern BC				
Vancouver Canucks (NHL)														
More interested than before	10%	11%	10%	14%	10%	10%	9%	14%	11%	12%	9%	12%	11%	9%
Just as interested as before	54%	56%	51%	55%	55%	53%	55%	52%	58%	51%	51%	55%	56%	54%
Less interested than before	27%	26%	28%	21%	27%	29%	29%	27%	21%	29%	26%	24%	25%	33%
Not sure	9%	7%	10%	10%	9%	8%	6%	7%	11%	8%	13%	10%	8%	5%
Vancouver Giants (WHL)														
More interested than before	4%	5%	2%	4%	3%	4%	4%	3%	3%	5%	4%	3%	4%	3%
Just as interested as before	51%	51%	52%	62%	52%	47%	57%	57%	43%	48%	44%	52%	52%	54%
Less interested than before	26%	29%	22%	15%	25%	30%	26%	25%	28%	26%	22%	25%	24%	30%
Not sure	19%	15%	24%	18%	19%	19%	13%	15%	25%	21%	29%	21%	20%	12%
Vancouver Whitecaps (MLS)														
More interested than before	11%	14%	9%	9%	16%	9%	16%	11%	6%	8%	10%	9%	12%	16%
Just as interested as before	50%	50%	51%	58%	50%	48%	54%	52%	48%	48%	44%	50%	53%	50%
Less interested than before	23%	25%	21%	16%	19%	28%	20%	24%	23%	26%	27%	23%	21%	24%
Not sure	15%	11%	19%	17%	15%	15%	10%	13%	23%	18%	19%	19%	14%	9%
BC Lions (CFL)														
More interested than before	9%	12%	7%	9%	7%	11%	7%	15%	12%	10%	7%	9%	11%	9%
Just as interested as before	57%	57%	57%	58%	59%	56%	60%	60%	52%	54%	55%	54%	56%	63%
Less interested than before	21%	22%	20%	16%	21%	23%	23%	16%	18%	22%	23%	22%	21%	22%
Not sure	12%	9%	16%	17%	13%	10%	10%	8%	17%	14%	16%	15%	12%	7%
Vancouver Canadians (NWL Baseball)														
More interested than before	4%	4%	4%	7%	3%	3%	7%	2%	2%	3%	2%	3%	6%	4%
Just as interested as before	49%	49%	50%	55%	54%	44%	55%	53%	39%	48%	43%	50%	49%	54%
Less interested than before	26%	29%	22%	15%	23%	32%	24%	25%	30%	26%	28%	25%	26%	26%
Not sure	21%	17%	25%	23%	20%	21%	15%	20%	29%	23%	27%	23%	20%	16%