

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



	British Columbia	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			ETHNICITY			
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50K	\$50K-100K	\$100K+	First Nations	East Asian	European	South Asian
Vancouver Canucks (NHL)	63%	63%	63%	70%	69%	53%	67%	63%	59%	56%	55%	62%	65%	69%	66%	71%	60%	77%
BC Lions (CFL)	10%	12%	8%	8%	7%	15%	8%	17%	15%	12%	12%	10%	12%	10%	14%	4%	13%	8%
Vancouver Whitecaps (MLS)	4%	3%	5%	3%	5%	4%	4%	6%	0%	5%	3%	4%	4%	5%	5%	2%	4%	2%
Vancouver Giants (WHL)	2%	2%	1%	4%	1%	0%	1%	0%	12%	0%	1%	1%	2%	1%	0%	2%	1%	6%
Vancouver Canadians (High A-West Baseball)	1%	1%	1%	2%	1%	0%	1%	1%	0%	2%	0%	1%	1%	1%	4%	0%	1%	0%
Not sure	20%	19%	21%	13%	17%	28%	19%	12%	15%	24%	29%	22%	16%	15%	11%	21%	21%	7%

Poll conducted by Research Co. on Professional Sports in British Columbia - July 6, 2021

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?

	RESEARCH Co.																		
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		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50K	\$50K-100K	\$100K+	First Nations	East Asian	European	South Asian	
<b>Vancouver Canucks (NHL)</b>																			
More interested than before	15%	16%	14%	18%	16%	13%	16%	23%	22%	7%	11%	11%	19%	17%	25%	18%	14%	36%	
Just as interested as before	52%	52%	51%	46%	56%	52%	52%	43%	46%	56%	56%	52%	51%	57%	36%	52%	54%	40%	
Less interested than before	23%	26%	21%	23%	19%	27%	22%	21%	28%	29%	23%	29%	20%	17%	24%	20%	24%	17%	
Not sure	10%	6%	14%	13%	9%	8%	10%	13%	4%	8%	10%	7%	9%	8%	15%	10%	7%	7%	
<b>Vancouver Giants (WHL)</b>																			
More interested than before	5%	5%	5%	9%	5%	2%	5%	7%	15%	4%	1%	2%	8%	4%	14%	6%	4%	5%	
Just as interested as before	48%	51%	45%	45%	50%	49%	48%	46%	41%	47%	55%	47%	51%	51%	35%	41%	54%	56%	
Less interested than before	27%	30%	24%	23%	26%	32%	28%	21%	22%	32%	24%	33%	23%	21%	35%	26%	27%	23%	
Not sure	20%	14%	25%	23%	20%	17%	19%	26%	23%	16%	19%	18%	18%	23%	16%	27%	16%	16%	
<b>Vancouver Whitecaps (MLS)</b>																			
More interested than before	8%	8%	7%	7%	10%	7%	8%	5%	21%	6%	8%	6%	12%	7%	18%	6%	8%	5%	
Just as interested as before	51%	52%	50%	51%	52%	50%	52%	53%	40%	48%	53%	49%	52%	58%	41%	50%	54%	53%	
Less interested than before	25%	29%	22%	26%	21%	29%	25%	25%	23%	31%	24%	31%	22%	20%	28%	24%	26%	27%	
Not sure	16%	11%	21%	16%	17%	14%	16%	17%	16%	14%	15%	14%	15%	14%	14%	20%	11%	15%	
<b>BC Lions (CFL)</b>																			
More interested than before	8%	8%	7%	11%	8%	6%	8%	10%	21%	5%	4%	6%	12%	6%	11%	6%	8%	17%	
Just as interested as before	50%	51%	49%	44%	52%	52%	50%	51%	40%	49%	52%	45%	52%	59%	37%	49%	54%	36%	
Less interested than before	28%	31%	24%	27%	24%	31%	26%	22%	29%	35%	30%	36%	22%	22%	38%	25%	27%	32%	
Not sure	15%	10%	20%	18%	15%	12%	15%	17%	10%	11%	14%	13%	14%	13%	15%	20%	10%	16%	
<b>Vancouver Canadians (High A-West Baseball)</b>																			
More interested than before	4%	6%	3%	4%	7%	3%	6%	3%	6%	2%	2%	3%	6%	5%	7%	4%	4%	2%	
Just as interested as before	48%	49%	47%	48%	50%	46%	49%	45%	43%	46%	49%	49%	48%	53%	46%	44%	52%	46%	
Less interested than before	27%	28%	25%	27%	22%	31%	25%	28%	31%	33%	26%	28%	27%	20%	31%	25%	27%	27%	
Not sure	21%	17%	25%	22%	21%	20%	20%	23%	20%	19%	23%	20%	19%	22%	16%	27%	16%	25%	

Do you own any merchandise or apparel from any of these sports teams?



	GENDER			AGE			REGION					ANNUAL HOUSEHOLD INCOME			ETHNICITY			
	British Columbia	Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Northern BC	Southern BC	Vancouver Island	<\$50K	\$50K-100K	\$100K+	First Nations	East Asian	European	South Asian
Vancouver Canucks (NHL)	37%	43%	31%	41%	46%	26%	39%	47%	38%	17%	37%	31%	39%	46%	33%	49%	33%	48%
BC Lions (CFL)	13%	17%	10%	13%	15%	12%	13%	20%	18%	7%	11%	10%	16%	14%	16%	6%	16%	15%
Toronto Blue Jays (MLB)	11%	11%	10%	13%	10%	9%	10%	15%	17%	9%	11%	9%	11%	11%	11%	7%	12%	18%
Seattle Seahawks (NFL)	9%	12%	7%	9%	12%	8%	8%	13%	7%	13%	8%	7%	12%	11%	11%	9%	10%	12%
Vancouver Whitecaps (MLS)	7%	7%	6%	7%	9%	4%	9%	5%	4%	1%	5%	4%	9%	8%	7%	5%	8%	13%
Vancouver Giants (WHL)	5%	6%	3%	7%	7%	1%	5%	8%	7%	1%	2%	2%	7%	4%	7%	2%	6%	8%
Vancouver Canadians (High A-West Baseball)	5%	5%	4%	7%	5%	3%	6%	4%	7%	2%	0%	3%	6%	5%	7%	3%	4%	13%
Seattle Mariners (MLB)	5%	7%	3%	9%	5%	4%	6%	7%	0%	4%	4%	4%	7%	6%	11%	6%	5%	7%
None of these	49%	40%	59%	41%	42%	62%	47%	43%	44%	66%	50%	58%	44%	40%	42%	43%	53%	39%