

Do you currently have a favourite Major League Baseball (MLB) team?



	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
Seattle Mariners	6%	6%	6%	9%	7%	3%	6%	14%	0%	2%	5%	6%	8%	4%	5%	5%	6%	7%
Toronto Blue Jays	32%	37%	26%	35%	27%	34%	31%	34%	32%	36%	28%	28%	33%	34%	38%	32%	31%	39%
Another MLB team	3%	4%	2%	2%	3%	4%	2%	4%	5%	3%	4%	4%	3%	3%	2%	4%	2%	0%
I don't have a favourite MLB team	59%	53%	65%	54%	63%	59%	60%	47%	64%	59%	63%	62%	56%	59%	55%	59%	62%	54%

Poll conducted by Research Co. on Major League Baseball in British Columbia - August 30, 2023

As you may know, Major League Baseball is contemplating an expansion and there have been discussions about relocating the existing Oakland Athletics franchise to a different city in North America. Thinking about this, do you think having a Major League Baseball team in Vancouver is a good idea or a bad idea?



	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
Very good idea	19%	20%	18%	18%	21%	17%	18%	27%	16%	15%	19%	18%	20%	20%	28%	21%	12%	17%
Good idea	41%	41%	41%	49%	43%	34%	42%	40%	37%	42%	38%	40%	41%	44%	44%	37%	49%	38%
Bad idea	9%	12%	6%	8%	9%	10%	10%	8%	6%	4%	8%	6%	11%	9%	8%	8%	9%	16%
Very bad idea	4%	5%	3%	3%	5%	4%	4%	3%	7%	4%	4%	3%	5%	5%	2%	4%	5%	8%
Not sure	27%	22%	32%	22%	22%	36%	25%	21%	34%	35%	31%	33%	23%	22%	18%	30%	26%	21%

In the event a Major League Baseball team is established in Vancouver, how likely are you to do each of the following?

	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
<b>Attend at least one home game a year</b>																		
Very likely	17%	21%	14%	19%	18%	16%	18%	23%	9%	14%	17%	12%	19%	22%	23%	20%	12%	3%
Somewhat likely	25%	24%	26%	35%	27%	16%	29%	25%	32%	15%	16%	21%	28%	28%	27%	18%	30%	43%
Not too likely	23%	25%	22%	22%	22%	25%	25%	23%	17%	20%	22%	25%	23%	22%	18%	22%	30%	25%
Not likely at all	34%	30%	37%	23%	33%	43%	29%	29%	42%	51%	44%	42%	30%	28%	31%	40%	28%	29%
<b>Purchase season tickets</b>																		
Very likely	5%	5%	5%	11%	4%	1%	5%	9%	2%	2%	3%	5%	6%	4%	9%	3%	1%	7%
Somewhat likely	14%	14%	15%	25%	15%	7%	17%	18%	13%	5%	10%	15%	16%	14%	12%	8%	20%	14%
Not too likely	25%	26%	24%	31%	27%	19%	27%	28%	15%	25%	19%	22%	26%	28%	31%	22%	32%	35%
Not likely at all	56%	55%	56%	33%	55%	73%	51%	45%	70%	68%	68%	58%	52%	55%	49%	66%	47%	45%
<b>Watch the team's games at home</b>																		
Very likely	21%	23%	19%	24%	22%	18%	21%	31%	21%	15%	16%	18%	23%	21%	24%	23%	14%	18%
Somewhat likely	30%	30%	30%	35%	31%	25%	33%	23%	37%	26%	24%	26%	33%	32%	32%	23%	45%	48%
Not too likely	20%	20%	18%	19%	18%	21%	19%	23%	11%	16%	23%	21%	17%	21%	21%	19%	19%	13%
Not likely at all	30%	27%	32%	22%	29%	36%	27%	22%	32%	44%	37%	35%	26%	27%	22%	35%	22%	21%
<b>Watch the team's games at a bar/pub</b>																		
Very likely	11%	13%	9%	14%	13%	7%	11%	16%	12%	13%	4%	7%	11%	15%	15%	12%	8%	5%
Somewhat likely	26%	28%	25%	34%	30%	17%	27%	25%	29%	16%	29%	23%	31%	25%	30%	22%	26%	39%
Not too likely	24%	24%	25%	26%	23%	24%	25%	31%	20%	20%	20%	27%	20%	29%	35%	23%	27%	33%
Not likely at all	39%	36%	41%	25%	34%	53%	36%	27%	38%	52%	48%	43%	38%	31%	20%	43%	39%	23%
<b>Buy merchandise or apparel with the team's logo</b>																		
Very likely	14%	16%	11%	18%	13%	11%	13%	20%	21%	7%	11%	12%	15%	16%	24%	15%	6%	13%
Somewhat likely	25%	24%	27%	33%	30%	15%	27%	22%	23%	25%	23%	23%	28%	23%	24%	17%	34%	33%
Not too likely	22%	24%	20%	25%	18%	24%	24%	26%	13%	19%	14%	24%	21%	22%	18%	21%	28%	26%
Not likely at all	39%	36%	42%	25%	39%	50%	36%	32%	43%	49%	51%	41%	36%	39%	34%	46%	32%	28%
<b>Stop rooting for your current MLB team to support the team from Vancouver (*)</b>																		
Very likely	23%	24%	22%	20%	28%	22%	25%	40%	7%	13%	14%	20%	24%	26%	25%	27%	21%	26%
Somewhat likely	39%	35%	44%	46%	35%	37%	40%	25%	53%	32%	48%	40%	41%	36%	46%	34%	34%	52%
Not too likely	27%	30%	21%	25%	28%	27%	26%	23%	20%	40%	24%	24%	28%	26%	14%	27%	31%	19%
Not likely at all	11%	10%	13%	10%	9%	14%	9%	12%	20%	16%	15%	16%	7%	12%	14%	12%	13%	4%

(\*) British Columbians who currently have a favourite Major League Baseball (MLB) team.