

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)	55%	53%	57%	58%	57%	50%	57%	58%	51%	42%	55%	56%	53%	56%	60%	54%	64%	50%
BC Lions (CFL)	16%	20%	12%	14%	15%	19%	16%	18%	19%	16%	15%	17%	17%	15%	17%	17%	14%	14%
Vancouver Whitecaps (MLS)	7%	7%	6%	9%	8%	4%	7%	1%	7%	8%	6%	3%	9%	8%	5%	4%	6%	9%
Vancouver Giants (WHL)	2%	2%	2%	5%	1%	1%	2%	9%	2%	3%	0%	1%	4%	1%	5%	2%	1%	5%
Vancouver Canadians (NWL Baseball)	1%	1%	2%	1%	2%	0%	2%	0%	0%	1%	1%	1%	1%	2%	2%	1%	0%	4%
Not sure	19%	18%	20%	12%	17%	26%	17%	14%	21%	30%	22%	22%	16%	17%	11%	21%	15%	18%

Poll conducted by Research Co. on Professional Sports in British Columbia - August 23, 2023

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.																		
	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)																			
More interested than before	14%	16%	13%	21%	9%	15%	14%	22%	13%	12%	12%	14%	18%	11%	13%	13%	12%	26%	
Just as interested as before	53%	52%	54%	52%	52%	54%	53%	55%	58%	57%	45%	52%	51%	55%	49%	54%	55%	28%	
Less interested than before	25%	25%	24%	18%	29%	25%	25%	17%	22%	20%	33%	22%	24%	28%	33%	26%	26%	28%	
Not sure	8%	8%	9%	9%	10%	7%	8%	6%	7%	10%	11%	12%	7%	5%	4%	7%	7%	18%	
Vancouver Giants (WHL)																			
More interested than before	4%	5%	3%	7%	3%	3%	3%	10%	3%	4%	2%	3%	5%	4%	9%	4%	2%	3%	
Just as interested as before	52%	52%	52%	51%	51%	53%	52%	49%	52%	64%	45%	48%	53%	55%	41%	55%	48%	42%	
Less interested than before	27%	28%	26%	24%	25%	31%	28%	27%	18%	21%	30%	25%	26%	30%	22%	26%	32%	27%	
Not sure	17%	15%	20%	18%	21%	13%	17%	14%	27%	11%	23%	25%	16%	11%	29%	15%	18%	28%	
Vancouver Whitecaps (MLS)																			
More interested than before	12%	15%	9%	17%	11%	9%	15%	9%	3%	9%	9%	10%	13%	14%	11%	11%	12%	15%	
Just as interested as before	51%	48%	53%	43%	49%	57%	50%	56%	57%	59%	41%	46%	54%	49%	35%	54%	50%	38%	
Less interested than before	24%	26%	22%	25%	24%	25%	24%	24%	22%	22%	28%	25%	22%	27%	25%	23%	28%	25%	
Not sure	13%	11%	15%	15%	16%	9%	11%	11%	19%	10%	23%	19%	11%	9%	29%	12%	10%	22%	
BC Lions (CFL)																			
More interested than before	12%	15%	10%	15%	10%	13%	14%	17%	9%	6%	10%	11%	14%	12%	17%	11%	8%	12%	
Just as interested as before	53%	51%	55%	45%	54%	57%	50%	58%	57%	67%	50%	52%	52%	54%	46%	62%	48%	31%	
Less interested than before	23%	24%	23%	24%	24%	23%	25%	20%	18%	21%	23%	22%	22%	26%	27%	19%	32%	33%	
Not sure	11%	9%	13%	16%	12%	7%	11%	5%	16%	6%	17%	16%	11%	7%	11%	8%	12%	23%	
Vancouver Canadians (NWL Baseball)																			
More interested than before	6%	7%	5%	9%	5%	4%	6%	6%	7%	2%	4%	4%	7%	6%	11%	5%	5%	3%	
Just as interested as before	50%	53%	48%	44%	49%	55%	50%	53%	48%	66%	40%	45%	53%	51%	41%	56%	46%	35%	
Less interested than before	26%	25%	27%	25%	23%	30%	26%	27%	20%	21%	31%	27%	23%	29%	15%	23%	30%	31%	
Not sure	18%	16%	20%	22%	22%	12%	18%	14%	25%	11%	25%	24%	17%	14%	33%	15%	19%	31%	

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)	34%	35%	34%	42%	38%	25%	39%	39%	25%	27%	21%	31%	36%	37%	39%	32%	42%	48%
BC Lions (CFL)	14%	15%	12%	17%	13%	12%	14%	23%	11%	12%	5%	14%	15%	12%	11%	14%	9%	12%
Toronto Blue Jays (MLB)	13%	14%	12%	15%	14%	10%	10%	14%	21%	13%	16%	11%	14%	13%	30%	16%	5%	8%
Seattle Seahawks (NFL)	8%	9%	8%	10%	10%	6%	6%	16%	4%	11%	9%	8%	8%	10%	13%	9%	3%	7%
Vancouver Whitecaps (MLS)	8%	9%	7%	11%	11%	3%	10%	5%	11%	9%	3%	6%	8%	12%	2%	7%	10%	18%
Vancouver Canadians (NWL Baseball)	4%	5%	4%	7%	5%	1%	4%	6%	5%	1%	3%	4%	5%	3%	5%	4%	2%	13%
Seattle Mariners (MLB)	4%	4%	4%	3%	5%	4%	3%	6%	2%	6%	5%	4%	4%	3%	7%	5%	2%	13%
Vancouver Giants (WHL)	3%	3%	3%	7%	3%	0%	4%	4%	0%	1%	1%	3%	5%	1%	0%	2%	3%	15%
None of these	51%	45%	55%	35%	47%	65%	48%	44%	53%	62%	59%	54%	48%	48%	35%	55%	52%	39%