

We'd like to ask you some questions about professional basketball. Did you attend any Vancouver Grizzlies games when the franchise played in the National Basketball Association (NBA) from 1995 to 2001?



	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
Yes	23%	29%	17%	23%	27%	18%	28%	19%	12%	15%	13%	18%	23%	29%	34%	21%	27%	27%
No	77%	71%	83%	77%	73%	82%	72%	81%	88%	85%	87%	82%	77%	71%	66%	79%	73%	73%

Do you currently have a favourite National Basketball Association (NBA) 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
Toronto Raptors	25%	29%	21%	30%	29%	18%	26%	27%	27%	17%	25%	23%	25%	30%	37%	22%	25%	38%
Los Angeles Lakers	9%	10%	8%	18%	9%	2%	10%	10%	3%	7%	6%	8%	12%	6%	4%	4%	17%	12%
Golden State Warriors	4%	5%	2%	5%	4%	2%	4%	2%	0%	2%	4%	3%	3%	6%	4%	3%	5%	0%
Boston Celtics	2%	2%	2%	5%	1%	0%	2%	2%	3%	1%	1%	2%	2%	2%	0%	1%	2%	7%
Another NBA team	2%	3%	1%	1%	2%	1%	2%	1%	0%	0%	1%	1%	2%	3%	0%	1%	1%	0%
I don't have a favourite NBA team	59%	52%	65%	40%	54%	77%	55%	57%	67%	74%	63%	63%	56%	54%	54%	69%	51%	44%

Do you own any merchandise or apparel from a National Basketball Association (NBA) franchise, whether current, defunct or relocated?



	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
Toronto Raptors	14%	15%	13%	26%	18%	2%	15%	13%	15%	10%	15%	14%	13%	19%	25%	8%	16%	23%
Vancouver Grizzlies	12%	14%	10%	15%	17%	5%	12%	17%	12%	8%	10%	10%	13%	14%	10%	9%	17%	15%
Los Angeles Lakers	7%	6%	7%	12%	8%	2%	8%	6%	0%	5%	5%	5%	7%	9%	8%	4%	8%	14%
Golden State Warriors	3%	5%	2%	5%	4%	1%	3%	0%	6%	2%	6%	2%	3%	6%	9%	1%	5%	5%
Boston Celtics	3%	3%	2%	5%	2%	1%	3%	2%	3%	2%	4%	1%	3%	4%	0%	2%	1%	5%
Another NBA team	1%	3%	0%	1%	2%	1%	1%	2%	0%	4%	0%	1%	1%	2%	0%	2%	1%	0%

As you may know, National Basketball Association (NBA) Commissioner Adam Silver recently commented on the possibility of adding new franchises. Thinking about this, do you think having a National Basketball Association (NBA) 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	22%	28%	17%	27%	26%	14%	24%	24%	20%	18%	18%	25%	22%	23%	40%	21%	22%	18%
Good idea	37%	38%	36%	40%	40%	32%	38%	38%	43%	32%	34%	32%	41%	37%	31%	35%	41%	42%
Bad idea	4%	5%	4%	5%	4%	4%	4%	6%	4%	3%	4%	5%	5%	4%	0%	4%	5%	7%
Very bad idea	2%	3%	2%	2%	1%	4%	2%	3%	0%	2%	4%	1%	2%	4%	0%	3%	1%	1%
Not sure	34%	27%	41%	25%	28%	46%	32%	29%	33%	44%	40%	38%	31%	32%	29%	38%	32%	32%

In the event a National Basketball Association (NBA) 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	20%	25%	16%	29%	25%	9%	24%	22%	19%	11%	12%	21%	19%	24%	40%	14%	18%	34%
Somewhat likely	25%	27%	23%	31%	32%	14%	30%	22%	23%	15%	15%	22%	28%	24%	12%	22%	34%	25%
Not too likely	18%	17%	19%	16%	19%	19%	17%	20%	22%	14%	22%	16%	18%	19%	25%	20%	21%	15%
Not likely at all	37%	31%	42%	24%	25%	58%	29%	35%	35%	61%	51%	40%	35%	33%	23%	45%	27%	27%
<b>Purchase season tickets</b>																		
Very likely	6%	8%	4%	16%	3%	2%	5%	12%	12%	3%	6%	7%	8%	4%	13%	3%	4%	14%
Somewhat likely	14%	15%	13%	25%	17%	3%	17%	13%	17%	5%	8%	14%	14%	15%	27%	7%	21%	30%
Not too likely	24%	25%	23%	27%	34%	12%	27%	23%	17%	13%	20%	18%	25%	28%	13%	20%	33%	21%
Not likely at all	56%	53%	60%	32%	46%	84%	50%	51%	53%	79%	66%	61%	52%	54%	47%	71%	42%	35%
<b>Watch the team's games at home</b>																		
Very likely	22%	28%	16%	33%	23%	13%	25%	23%	20%	17%	13%	18%	23%	25%	40%	17%	21%	33%
Somewhat likely	28%	28%	27%	29%	33%	22%	30%	28%	20%	18%	27%	27%	24%	34%	20%	24%	36%	26%
Not too likely	15%	14%	15%	13%	17%	14%	15%	16%	22%	9%	15%	13%	18%	11%	13%	14%	16%	16%
Not likely at all	36%	30%	42%	25%	27%	52%	30%	32%	38%	57%	45%	42%	34%	30%	27%	44%	28%	24%
<b>Watch the team's games at a bar/pub</b>																		
Very likely	13%	18%	8%	18%	16%	5%	13%	19%	17%	7%	11%	12%	13%	13%	27%	9%	9%	15%
Somewhat likely	23%	22%	24%	38%	26%	11%	28%	17%	28%	17%	14%	21%	24%	28%	19%	19%	32%	31%
Not too likely	22%	25%	20%	21%	25%	20%	23%	26%	14%	21%	20%	19%	23%	24%	21%	21%	29%	23%
Not likely at all	42%	36%	48%	23%	32%	65%	36%	38%	41%	56%	55%	48%	40%	35%	33%	51%	30%	30%
<b>Buy merchandise or apparel with the team's logo</b>																		
Very likely	12%	16%	8%	21%	12%	4%	13%	15%	10%	7%	8%	13%	12%	13%	25%	7%	10%	19%
Somewhat likely	21%	22%	19%	27%	28%	9%	23%	19%	19%	14%	17%	18%	22%	22%	27%	16%	25%	31%
Not too likely	24%	25%	23%	26%	29%	18%	26%	27%	27%	14%	22%	20%	26%	25%	19%	22%	35%	24%
Not likely at all	43%	37%	49%	26%	31%	68%	37%	39%	44%	65%	53%	49%	40%	40%	29%	55%	29%	27%
<b>Stop rooting for your current NBA team to support the team from Vancouver (*)</b>																		
Very likely	32%	36%	27%	32%	31%	35%	27%	47%	52%	21%	48%	38%	33%	27%	46%	41%	18%	21%
Somewhat likely	36%	35%	38%	39%	35%	32%	40%	17%	44%	43%	26%	41%	36%	34%	36%	29%	47%	49%
Not too likely	23%	22%	24%	21%	26%	22%	25%	19%	4%	35%	16%	19%	20%	29%	4%	21%	31%	16%
Not likely at all	9%	7%	11%	8%	9%	11%	9%	18%	0%	0%	10%	2%	11%	11%	13%	9%	4%	14%

(\*) British Columbians who currently have a favourite National Basketball Association (NBA) team.