

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



	GENDER			AGE			REGION					ANNUAL HOUSEHOLD INCOME			ETHNICITY				VOTE IN 2024 PROVINCIAL			
	British Columbia	Male	Female	18-34	35-54	55+	Metro		Southern BC	Northern BC	Vancouver Island	<\$50K	\$50K-100K	\$100K+	Indigenous / First Nation	East Asian	European	South Asian	BC NDP	BC Cons.	BC Green	
Toronto Blue Jays	49%	53%	46%	57%	48%	45%	Vancouver	Fraser Valley	53%	58%	52%	43%	50%	55%	49%	44%	49%	61%	51%	55%	67%	
Seattle Mariners	7%	7%	6%	10%	7%	4%	8%	11%	9%	3%	1%	7%	5%	9%	13%	5%	6%	8%	6%	10%	9%	
Another MLB team	4%	6%	2%	3%	4%	4%	5%	2%	3%	4%	2%	2%	3%	6%	0%	5%	4%	4%	5%	3%	4%	
I don't have a favourite MLB team	40%	33%	46%	30%	41%	47%	42%	32%	35%	36%	44%	48%	42%	30%	38%	47%	41%	28%	39%	32%	20%	

As you may know, Major League Baseball is contemplating an expansion. 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				VOTE IN 2024 PROVINCIAL			
	British Columbia	Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	<\$50K	\$50K-100K	\$100K+	Indigenous / First Nation	East Asian	European	South Asian	BC NDP	BC Cons.	BC Green
Very good idea	29%	29%	29%	28%	31%	28%	26%	44%	39%	31%	26%	31%	29%	29%	36%	20%	30%	36%	31%	31%	28%
Good idea	43%	44%	42%	47%	44%	38%	46%	39%	39%	37%	38%	36%	42%	48%	30%	47%	40%	46%	44%	45%	40%
Bad idea	7%	9%	5%	6%	9%	5%	7%	5%	3%	6%	7%	5%	8%	6%	5%	8%	6%	12%	4%	8%	13%
Very bad idea	2%	3%	1%	3%	2%	2%	3%	1%	2%	1%	3%	3%	1%	2%	3%	2%	2%	0%	2%	1%	6%
Not sure	19%	15%	22%	17%	14%	27%	19%	11%	16%	25%	25%	24%	20%	14%	26%	22%	23%	6%	19%	15%	12%

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



	British Columbia	GENDER		AGE			REGION				ANNUAL HOUSEHOLD INCOME			ETHNICITY				VOTE IN 2024 PROVINCIAL			
		Male	Female	18-34	35-54	55+	Metro Vancouver	Fraser Valley	Southern BC	Northern BC	Vancouver Island	<\$50K	\$50K-100K	\$100K+	Indigenous / First Nation	East Asian	European	South Asian	BC NDP	BC Cons.	BC Green
Attend at least one home game a year																					
Very likely	24%	30%	18%	26%	25%	22%	28%	25%	20%	14%	19%	18%	22%	32%	30%	24%	22%	31%	28%	27%	32%
Somewhat likely	30%	31%	30%	35%	36%	20%	31%	42%	44%	20%	21%	26%	29%	36%	23%	29%	27%	45%	27%	34%	29%
Not too likely	19%	16%	23%	19%	17%	22%	18%	11%	19%	28%	23%	20%	21%	17%	18%	23%	20%	19%	18%	17%	24%
Not likely at all	26%	23%	29%	20%	21%	36%	23%	22%	17%	37%	37%	36%	27%	15%	29%	24%	31%	6%	27%	22%	15%
Purchase season tickets																					
Very likely	12%	13%	10%	16%	17%	3%	14%	13%	12%	8%	6%	10%	10%	17%	22%	8%	9%	19%	7%	16%	31%
Somewhat likely	17%	19%	14%	29%	17%	6%	19%	17%	29%	5%	12%	13%	16%	21%	17%	18%	11%	31%	16%	19%	18%
Not too likely	30%	29%	31%	30%	29%	31%	30%	28%	22%	30%	32%	26%	32%	32%	11%	38%	29%	33%	34%	25%	31%
Not likely at all	42%	39%	44%	25%	37%	60%	37%	42%	37%	58%	50%	52%	43%	31%	51%	37%	51%	17%	43%	40%	20%
Watch the team's games at home																					
Very likely	26%	30%	23%	27%	28%	24%	26%	31%	35%	20%	24%	27%	23%	32%	32%	18%	27%	36%	27%	28%	39%
Somewhat likely	32%	33%	32%	33%	33%	31%	33%	32%	36%	31%	29%	29%	32%	35%	28%	35%	29%	36%	34%	34%	23%
Not too likely	20%	19%	21%	25%	19%	16%	21%	20%	16%	17%	16%	14%	22%	22%	18%	30%	17%	24%	16%	20%	24%
Not likely at all	22%	18%	24%	16%	20%	29%	20%	16%	13%	32%	31%	30%	23%	11%	22%	17%	27%	3%	23%	18%	15%
Watch the team's games at a bar/pub																					
Very likely	17%	20%	13%	21%	20%	10%	17%	16%	34%	8%	17%	15%	17%	19%	30%	13%	13%	22%	12%	23%	26%
Somewhat likely	31%	35%	28%	38%	35%	22%	33%	37%	18%	30%	27%	25%	28%	41%	23%	30%	29%	44%	33%	29%	35%
Not too likely	24%	23%	26%	21%	28%	28%	26%	22%	17%	21%	23%	21%	28%	22%	19%	36%	24%	26%	25%	25%	21%
Not likely at all	28%	22%	32%	20%	22%	40%	24%	26%	31%	41%	33%	38%	28%	18%	27%	21%	34%	7%	30%	24%	18%
Buy merchandise or apparel with the team's logo																					
Very likely	19%	23%	16%	22%	22%	13%	18%	25%	31%	16%	19%	18%	18%	24%	29%	13%	18%	29%	18%	24%	23%
Somewhat likely	31%	32%	30%	37%	35%	21%	37%	23%	26%	14%	23%	27%	28%	37%	29%	41%	24%	47%	31%	33%	38%
Not too likely	22%	20%	24%	19%	20%	26%	20%	27%	17%	30%	23%	17%	25%	13%	24%	22%	22%	14%	21%	20%	17%
Not likely at all	28%	25%	31%	22%	23%	39%	25%	25%	26%	40%	35%	38%	29%	18%	28%	22%	36%	10%	29%	23%	22%
Stop rooting for your current MLB team to support the team from Vancouver (*)																					
Very likely	26%	31%	21%	21%	31%	25%	27%	35%	19%	19%	24%	27%	26%	27%	29%	27%	19%	43%	22%	25%	33%
Somewhat likely	41%	39%	41%	45%	43%	33%	43%	43%	38%	38%	32%	34%	38%	46%	41%	38%	41%	21%	43%	38%	45%
Not too likely	24%	21%	27%	24%	19%	29%	21%	16%	30%	30%	35%	26%	25%	20%	24%	26%	17%	17%	27%	26%	13%
Not likely at all	10%	8%	12%	9%	7%	13%	10%	6%	13%	13%	9%	13%	11%	7%	9%	11%	13%	19%	8%	10%	9%

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