

INSIGHTS WEST

Survey on Super Bowl XLXI in British Columbia - January 29, 2015

We'd like to ask you some questions about Super Bowl XLIX, which will be held on Sunday, February 1. How closely are you planning to follow the Super Bowl this year?

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
Very closely	23%	12%	36%	17%	26%	23%	25%	23%	16%
Moderately closely	21%	18%	26%	18%	27%	19%	22%	25%	17%
Not too closely	17%	17%	15%	20%	15%	16%	17%	13%	17%
Not closely at all	39%	53%	23%	44%	33%	42%	36%	39%	50%

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How excited are you about this year's Super Bowl?

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
Very excited	19%	10%	30%	17%	22%	17%	20%	22%	14%
Somewhat excited	24%	21%	28%	17%	31%	23%	27%	25%	16%
Not too excited	19%	18%	19%	21%	17%	19%	20%	16%	17%
Not excited at all	38%	50%	23%	45%	29%	42%	34%	39%	53%

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How much are you personally a fan of the four sports teams below?

		British Columbia	Gender		Age			Region		
			Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
The Vancouver Canucks	A hardcore fan	16%	10%	25%	22%	19%	10%	19%	17%	8%
	A regular fan	24%	20%	28%	13%	27%	28%	26%	20%	20%
	An occasional follower	24%	28%	20%	30%	21%	23%	25%	26%	19%
	A playoff follower	14%	15%	12%	14%	13%	14%	12%	10%	21%
	Not a follower at all	22%	28%	15%	20%	20%	25%	18%	26%	32%
The BC Lions	A hardcore fan	10%	5%	16%	5%	13%	11%	11%	12%	6%
	A regular fan	20%	12%	30%	16%	18%	25%	20%	20%	20%
	An occasional follower	22%	20%	24%	18%	26%	21%	23%	22%	18%
	A playoff follower	11%	13%	9%	9%	12%	12%	11%	6%	17%
	Not a follower at all	37%	49%	21%	53%	31%	32%	36%	39%	39%
The Vancouver Whitecaps	A hardcore fan	3%	2%	3%	3%	3%	2%	3%	2%	2%
	A regular fan	12%	7%	19%	8%	14%	14%	14%	16%	4%
	An occasional follower	22%	22%	23%	25%	23%	20%	25%	23%	12%
	A playoff follower	8%	7%	10%	5%	10%	9%	8%	4%	12%
	Not a follower at all	54%	62%	45%	59%	51%	55%	50%	55%	70%
The Seattle Seahawks	A hardcore fan	5%	2%	9%	4%	6%	5%	6%	4%	3%
	A regular fan	16%	10%	24%	10%	19%	18%	16%	23%	12%
	An occasional follower	20%	18%	23%	19%	23%	19%	21%	24%	16%
	A playoff follower	13%	14%	12%	8%	16%	14%	14%	8%	14%
	Not a follower at all	45%	57%	31%	59%	36%	44%	43%	42%	55%

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Do you own any merchandise or apparel from the four sports teams below?

		British Columbia	Gender		Age			Region		
			Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
The Vancouver Canucks	Yes, I do	49%	45%	53%	58%	60%	32%	56%	37%	35%
	No, I do not	51%	55%	47%	42%	40%	68%	44%	63%	65%
The BC Lions	Yes, I do	28%	19%	39%	28%	34%	21%	31%	25%	19%
	No, I do not	72%	81%	61%	72%	66%	79%	69%	75%	80%
The Vancouver Whitecaps	Yes, I do	12%	9%	16%	15%	17%	6%	15%	8%	6%
	No, I do not	88%	91%	84%	85%	83%	94%	85%	93%	94%
The Seattle Seahawks	Yes, I do	13%	8%	20%	14%	17%	9%	15%	12%	8%
	No, I do not	87%	92%	80%	86%	83%	91%	85%	88%	92%

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Which team will you be rooting for during the Super Bowl?

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
Seattle Seahawks	63%	60%	66%	57%	67%	63%	66%	59%	56%
New England Patriots	5%	3%	8%	6%	4%	5%	5%	3%	7%
Neither / Not sure	32%	37%	26%	37%	29%	32%	29%	38%	38%