

# QUEBEC YOUTH CATCH 'NORTH' FEVER: OVERALL, QUEBECERS PREFER A BASEBALL FRANCHISE, BUT THOSE UNDER 35 WOULD PREFER A BASKETBALL TEAM

ASSOCIATION FOR CANADIAN STUDIES

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# INTRODUCTION

- With the victory of the Toronto Raptors in the 2019 NBA championship, basketball audiences reached record viewership across Canada, and the spread of “Jurassic Parks” was further evidence of a sudden rise in popularity of the Canadian professional team that successfully positioned itself as the incarnation of the North.
- Pro-basketball fever seems to have temporarily eclipsed excitement over other pro-sports, as US teams competed for the Stanley Cup and the Blue Jays were not enjoying a winning season.
- Did this have ramifications for movement for the return of professional baseball to Montreal? Quite possibly. A survey of Quebecers reveals that those under 35 would prefer a professional basketball franchise in Montreal over a baseball franchise.
- Of course, those under the age of 35 have had less opportunity to watch a Montreal Expos game than those over 35, and hence don’t possess the nostalgic connection to the Expos more likely felt by the latter age cohort.

# METHODOLOGY

- The Association for Canadian Studies commissioned the survey from the firm Leger Marketing. The results were collected via a web panel conducted between June 20-23, 2019.
- 1,545 Canadians, 18 years of age or older, were surveyed.
- Using data from Statistics Canada, the results were weighted according to gender, age, region, language spoken at home, education and whether or not children are present in the household to ensure a sample representative of the entire population under review. For comparison purposes, a probability sample of 1,545 respondents would have a margin of error of  $\pm 3.09\%$ , 19 times out of 20.

# QUEBECERS UNDER 35 PREFER BASKETBALL FRANCHISE, BUT BASEBALL IS BY FAR THE PREFERENCE FOR THOSE OVER 35

Quebec	If you could have another professional sports franchise in your province, which would it be?							
	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	Between 65 and 74	75 or older	Total
Baseball	34.5%	35.7%	46.4%	52.5%	54.5%	48.5%	63.6%	47.2%
Basketball	44.8%	41.1%	23.2%	24.6%	22.7%	20.6%	18.2%	27.2%
Hockey	13.8%	7.1%	15.9%	9.8%	13.6%	5.9%	9.1%	10.8%
Football / NFL				1.6%	1.5%	1.5%		.8%
Other, specify:		3.6%	8.7%	3.3%	1.5%	2.9%		3.6%
No sport	6.9%	7.1%	2.9%	8.2%	4.5%	11.8%	9.1%	6.9%
I don't know		5.4%	2.9%		1.5%	8.8%		3.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# IN BRITISH COLUMBIA, THOSE UNDER 45 AND THOSE OVER 65 PREFER TO HAVE A BASKETBALL FRANCHISE, WHILE THOSE 45-64 PREFER BASEBALL

British Columbia	If you could have another professional sports franchise in your province, which would it be?							
	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	Between 65 and 74	75 or older	Total
Baseball	8.7%	28.1%	27.0%	43.3%	27.5%	28.6%	14.3%	27.0%
Basketball	82.6%	65.6%	48.6%	36.7%	25.0%	34.3%	42.9%	46.0%
Hockey		6.3%			2.5%			1.4%
Football / NFL			5.4%	3.3%		2.9%		1.9%
Other, specify:			2.7%	3.3%	15.0%	8.6%	14.3%	6.2%
No sport	8.7%		8.1%	13.3%	20.0%	25.7%	14.3%	13.3%
I don't know			8.1%		10.0%		14.3%	4.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# HOCKEY IS ESPECIALLY DOMINANT AMONGST FRANCOPHONES AS THE SPORT THEY FOLLOW MOST OFTEN; BASKETBALL CATCHES ON LESS WITH FRANCOPHONES THAN OTHER CANADIANS

I most often watch the following sports on TV or listen on the radio	French	English	Other
Hockey	35%	28%	19%
Baseball	4%	7%	5%
Basketball	2%	9%	18%
Soccer	4%	5%	14%
Football	7%	10%	6%
Golf	4%	5%	2%
Tennis	3%	2%	7%

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