

We'd like to ask you some questions about sporting events that are happening at this time of the year. How closely are you planning to follow each one of these events? Choose one for each row.

		British Columbia	Gender		Age			Region		
			Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC 100% W
2014 World Cup in Brazil (Soccer)	Very closely	15%	8%	24%	22%	16%	11%	17%	16%	10%
	Moderately closely	24%	20%	28%	22%	27%	22%	27%	18%	18%
	Not too closely	23%	24%	22%	23%	20%	25%	25%	20%	20%
	Not closely at all	37%	48%	26%	32%	36%	41%	31%	46%	53%
	Total	763	402	360	188	275	300	490	118	154
Stanley Cup Final (Hockey)	Very closely	24%	16%	34%	26%	19%	28%	23%	27%	27%
	Moderately closely	26%	26%	26%	30%	29%	21%	28%	22%	25%
	Not too closely	25%	26%	23%	24%	25%	25%	27%	23%	19%
	Not closely at all	25%	32%	17%	20%	26%	26%	22%	28%	29%
	Total	763	402	360	188	275	300	490	118	154
NBA Finals (Basketball)	Very closely	6%	1%	12%	12%	5%	4%	7%	8%	4%
	Moderately closely	8%	5%	12%	10%	8%	7%	10%	4%	5%
	Not too closely	19%	18%	20%	20%	17%	19%	21%	10%	17%
	Not closely at all	67%	76%	56%	58%	69%	70%	62%	78%	75%
	Total	763	402	360	188	275	300	490	118	154

How excited are you about each one of these events? Choose one for each row.

		British Columbia	Gender		Age			Region		
			Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
2014 World Cup in Brazil (Soccer)	Very excited	16%	11%	21%	23%	18%	9%	18%	14%	8%
	Somewhat excited	24%	19%	30%	26%	27%	22%	27%	20%	19%
	Not too excited	22%	23%	21%	26%	16%	26%	24%	20%	19%
	Not excited at all	38%	47%	28%	26%	39%	44%	31%	46%	54%
	Total	763	402	360	188	275	300	490	118	154
Stanley Cup Final (Hockey)	Very excited	14%	9%	20%	16%	10%	16%	12%	17%	17%
	Somewhat excited	30%	27%	32%	37%	29%	26%	31%	25%	30%
	Not too excited	28%	27%	29%	27%	29%	27%	32%	26%	16%
	Not excited at all	29%	37%	19%	20%	32%	31%	25%	32%	38%
	Total	763	402	360	188	275	300	490	118	154
NBA Finals (Basketball)	Very excited	5%	1%	9%	10%	3%	4%	5%	8%	3%
	Somewhat excited	8%	5%	11%	8%	8%	7%	9%	3%	5%
	Not too excited	18%	15%	21%	19%	17%	17%	20%	11%	15%
	Not excited at all	70%	79%	60%	63%	71%	73%	66%	78%	78%
	Total	763	402	360	188	275	300	490	118	154

Will you be doing any of the following during the Brazil 2014 World Cup? Please select all that apply.

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Metro Vancouver	Vancouver Island	Rest of BC
Watching games on television at home	44%	31%	59%	48%	47%	39%	49%	37%	34%
Watching games at a bar/pub	19%	15%	22%	37%	20%	6%	21%	18%	10%
Watching games online (streaming video) during work hours	10%	5%	15%	18%	12%	3%	12%	8%	5%
None of these	52%	62%	39%	44%	48%	60%	46%	61%	63%