

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **Majority would approve if the Expos Returned to Montreal**

Toronto, June 14<sup>th</sup>, 2019 - In a random sampling of public opinion taken by the Forum Poll™ among 1471 randomly selected Québec voters, 6-in-10 (59%) would approve if the Expos returned to Montreal.

A fifth (19%) say they would disapprove if the Expos returned to Montreal. A similar proportion (22%) say they don't know.

Respondents most likely to approve are those aged 45-54 (66%), or 55-64 (63%), males (66%), supporting the PLQ (66%), the PQ (63%), or the CAQ (66%), living in Montreal (60%), the Rest of Québec (61%), or North Shore (63%), and the most wealthy (73%).

Respondents most likely to disapprove are those aged 35-44 (21%), 45-54 (18%), 55-64 (20%), or 65 and over (18%), supporting the QS (28%), living in Québec City (23%), earning \$40,000-\$60,000 (21%), \$60,000-\$80,000 (18%), \$80,000-\$100,000 (19%), \$100,000-\$250,000 (18%), or the most wealthy (18%).

### **4 in 10 say they would attend Expos games in person, if they returned**

4-in-10 (TOP2: 42%) say they are likely to attend their games if they returned, a fifth (18%) say they are very likely.

Half (BTM2: 53%) say it is unlikely they would attend their games in person if the Expos returned to Montreal, a third (33%) say they are not likely to attend at all.

Respondents most likely to say they are unlikely to attend are those aged 65 and over (62%), females (62%), supporting the QS (68%), living in Québec City (69%), the least wealthy (64%), or earning \$40,000-\$60,000 (62%).

Respondents most likely to say that they are likely to attend are those aged 45-54 (52%), males (51%), supporting the PLQ (45%), the PQ (47%), or the CAQ (47%), living in Montreal (46%) or South Shore (43%), earning \$100,000-\$250,000 (53%), or the most wealthy (51%).

### **Almost half would watch Expos games on TV**

About 4-in-10 (45%) say they are likely to watch their games on television if they returned, a fifth (21%) say they are very likely.

Half (BTM2: 52%) say it is unlikely that they would watch their games if the Expos returned to Montreal, over a third (37%) say they are not likely at all.



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Respondents most likely to say they are unlikely to watch are those aged 34 and younger (63%), females (61%), supporting the QS (66%), living in Montreal (57%), or Québec City (58%), earning \$40,000-\$60,000 (57%), \$80,000-\$100,000 (55%), \$100,000-\$250,000 (54%), or the most wealthy (56%).

Respondents most likely to say that they are likely to watch are those aged 45-54 (55%), males (55%), supporting the PLQ (50%), the PQ (48%), or the CAQ (51%), living in the Rest of Québec (49%), North Shore (51%), or South Shore (48%), the least wealthy (44%), earning \$20,000-\$40,000 (46%), \$60,000-\$80,000 (47%), \$100,000-\$250,000 (46%), or the most wealthy (44%).

## **Majority would disapprove if the government spent public funds to bring baseball back to Montreal**

6-in-10 (59%) would disapprove if the government spent funds to bring baseball back to Montreal.

A quarter (25%) say they would approve.

A sixth (16%) say they don't know.

*Even those that approve of the Expos returning to Montreal are divided on spending public funds to bring baseball back.*

*Amongst those that approve just over 4 in 10 (44%) say they would disapprove if the government spent public funds to bring baseball back to Montreal. 4 in 10 (40%) say they would approve.*

Respondents most likely to disapprove are those aged 34 and younger (61%), or 35-44 (64%), supporting the QS (69%), living in Québec City (71%), the most wealthy (72%), and those who would disapprove if the Expos returned to Montreal (93%).

Respondents most likely to approve are those aged 45-54 (29%), 55-64 (26%), or 65 and over (27%), males (29%), supporting the PLQ (30%), or the PQ (30%), living in Montreal (30%), the least wealthy (33%), and those who would approve if the Expos returned to Montreal (40%).

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## **Quebecers also likely to follow other existing sports teams and interested in NBA or major league baseball coming to the province**

7-in-10 (69%) of those asked said they would be most likely to follow (excluding the Canadiens and hockey) the Alouettes (14%), the Impact (22%), a future major league baseball team (21%) or a future NBA basketball team (12%).

Most likely to want follow the Alouettes are those between the ages of 35 to 44 (19%) and those most likely to follow a future NBA basketball team are those under 35 years of age (21%).

*"Most Québec voters would approve if the Expos returned to Montreal." said Dr. Lorne Bozinoff, President of Forum Research. "And while the majority of Quebecers say they wouldn't watch the games in person, or on TV, a strong proportion of the province says they would; it suggests that there is an appetite amongst the minority for baseball...if the public doesn't have to pay for it."*

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1471 randomly selected Québec voters. The poll was conducted June 11-12, 2019.

Results based on the total sample are considered accurate +/- 2.56%, 19 times out of 20, measured as the average deviation across all response categories. Subsample results will be less accurate. Margins of error for subsample (such as age, gender, or city) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [forumpoll.com](http://forumpoll.com).

**Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses (EXAMPLE ONLY):**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

**Due to rounding some numbers may not add up to 100**



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### Approval If Expos Returned to Montreal

Generally, would you approve or disapprove if the Expos returned to Montreal?

#### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1471	133	218	236	351	533	752	704
Approve	59	51	57	66	63	62	66	53
Disapprove	19	17	21	18	20	18	19	17
Don't know	22	32	23	15	17	20	15	30

#### Income

%	Total	< \$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250k+
Sample	1471	130	298	249	192	160	267	19
Approve	59	60	56	57	61	54	64	73
Disapprove	19	16	17	21	18	19	18	18
Don't know	22	24	27	23	22	26	18	9

#### Region

%	Total	Montreal	Quebec City	ROQ	North Shore	South Shore
Sample	1471	539	159	773	402	371
Approve	59	60	47	61	63	59
Disapprove	19	19	23	17	17	17
Don't know	22	21	30	21	20	23

#### Voter Intention

%	Total	Liberal, or PLQ	Parti Quebecois, or PQ	Coalition Avenir Quebec, or CAQ	Quebec Solidaire, or QS	Other Parties
Sample	1471	229	210	715	175	78
Approve	59	66	63	66	39	49
Disapprove	19	10	22	18	28	14
Don't know	22	24	15	16	33	37



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### Likelihood to Attend Games

*If the Expos returned to Montreal, how likely would you be to attend their games in person?*

#### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1471	133	218	236	351	533	752	704
NET: TOP2	42	40	45	52	42	32	51	34
NET: BTM2	53	56	50	44	53	62	44	62
Very likely	18	21	19	22	18	10	24	13
Somewhat likely	24	18	26	30	24	22	26	21
Not very likely	20	21	23	16	20	19	19	21
Not likely at all	33	34	27	27	33	43	26	40
Don't know	5	5	5	4	5	6	5	4

#### Income

%	Total	< \$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250k+
Sample	1471	130	298	249	192	160	267	19
NET: TOP2	42	29	37	35	40	46	53	51
NET: BTM2	53	64	56	62	55	49	44	49
Very likely	18	14	16	12	20	19	26	20
Somewhat likely	24	15	21	23	20	28	28	31
Not very likely	20	21	19	21	26	18	20	12
Not likely at all	33	43	37	40	29	31	24	37
Don't know	5	7	7	3	5	5	3	0



#### Region

%	Total	Montreal	Quebec City	ROQ	North Shore	South Shore
Sample	1471	539	159	773	402	371
NET: TOP2	42	46	29	42	41	43
NET: BTM2	53	49	69	53	55	51
Very likely	18	22	11	18	16	19
Somewhat likely	24	24	18	24	24	24
Not very likely	20	18	23	21	23	18
Not likely at all	33	31	46	32	32	33
Don't know	5	5	2	5	4	6

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### ***Voter Intention***

<b>%</b>	<b>Total</b>	<b>Liberal, or PLQ</b>	<b>Parti Quebecois, or PQ</b>	<b>Coalition Avenir Quebec, or CAQ</b>	<b>Quebec Solidaire, or QS</b>	<b>Other Parties</b>
<b>Sample</b>	<b>1471</b>	<b>229</b>	<b>210</b>	<b>715</b>	<b>175</b>	<b>78</b>
<b>NET: TOP2</b>	42	45	47	47	30	28
<b>NET: BTM2</b>	53	48	48	49	68	60
<b>Very likely</b>	18	17	25	20	14	16
<b>Somewhat likely</b>	24	27	22	27	16	11
<b>Not very likely</b>	20	21	17	18	24	20
<b>Not likely at all</b>	33	27	31	31	44	40
<b>Don't know</b>	5	7	5	3	3	12



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### Likelihood to Watch Games on Television

*If the Expos returned to Montreal, how likely would you be to watch their games on television?*

#### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1471	133	218	236	351	533	752	704
NET: TOP2	45	35	39	55	51	50	55	36
NET: BTM2	52	63	58	44	48	46	43	61
Very likely	21	15	21	23	23	22	29	13
Somewhat likely	25	20	18	31	28	27	26	24
Not very likely	15	20	16	12	14	13	17	14
Not likely at all	37	43	42	33	33	33	26	47
Don't know	2	2	3	1	2	4	2	3

#### Income

%	Total	< \$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250k+
Sample	1471	130	298	249	192	160	267	19
NET: TOP2	45	44	46	41	47	43	46	44
NET: BTM2	52	52	49	57	51	55	54	56
Very likely	21	23	21	18	23	17	23	33
Somewhat likely	25	20	26	23	25	26	23	11
Not very likely	15	12	15	16	17	17	14	18
Not likely at all	37	40	34	41	34	38	40	38
Don't know	2	4	4	2	1	2	0	0



#### Region

%	Total	Montreal	Quebec City	ROQ	North Shore	South Shore
Sample	1471	539	159	773	402	371
NET: TOP2	45	42	39	49	51	48
NET: BTM2	52	57	58	48	47	49
Very likely	21	21	12	22	22	22
Somewhat likely	25	21	28	27	28	26
Not very likely	15	16	20	14	12	16
Not likely at all	37	41	38	34	35	33
Don't know	2	2	2	3	2	3

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### ***Voter Intention***

<b>%</b>	<b>Total</b>	<b>Liberal, or PLQ</b>	<b>Parti Quebecois, or PQ</b>	<b>Coalition Avenir Quebec, or CAQ</b>	<b>Quebec Solidaire, or QS</b>	<b>Other Parties</b>
<b>Sample</b>	<b>1471</b>	<b>229</b>	<b>210</b>	<b>715</b>	<b>175</b>	<b>78</b>
<b>NET: TOP2</b>	45	50	48	51	34	30
<b>NET: BTM2</b>	52	45	51	48	66	68
<b>Very likely</b>	21	20	22	24	16	17
<b>Somewhat likely</b>	25	30	26	27	17	13
<b>Not very likely</b>	15	17	12	17	9	22
<b>Not likely at all</b>	37	27	39	30	57	46
<b>Don't know</b>	2	5	1	1	0	2



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**Approval of Government Spending on Bringing Back Baseball to Montreal**

*Would you approve or disapprove if the government spent public funds to bring baseball back to Montreal?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1471	133	218	236	351	533	752	704
Approve	25	23	21	29	26	27	29	21
Disapprove	59	61	64	60	57	54	61	59
Don't know	16	16	15	11	17	19	10	20

**Income**

%	Total	< \$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250k+
Sample	1471	130	298	249	192	160	267	19
Approve	25	33	24	25	20	28	27	28
Disapprove	59	47	57	57	65	61	63	72
Don't know	16	20	19	18	15	12	10	0

**Region**

%	Total	Montreal	Quebec City	ROQ	North Shore	South Shore
Sample	1471	539	159	773	402	371
Approve	25	30	15	24	25	23
Disapprove	59	55	71	60	58	62
Don't know	16	16	14	16	17	15

**Voter Intention**

%	Total	Liberal, or PLQ	Parti Quebecois, or PQ	Coalition Avenir Quebec, or CAQ	Quebec Solidaire, or QS	Other Parties
Sample	1471	229	210	715	175	78
Approve	25	30	30	26	19	22
Disapprove	59	50	56	60	69	60
Don't know	16	20	14	14	12	18



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## Approval of Expos

%	TOTAL	Q5. Approve	Q5. Disapprove	Q5. Don't know
TOTAL (u/w)	1471	903	277	291
Approve	25	40	4	3
Disapprove	59	44	93	72
Don't know	16	16	3	25

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**Likelihood to follow sports teams other than the Canadiens or hockey**

Excluding hockey and the Montreal Canadiens, which Montreal professional sports team are you most likely to follow:

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1471	133	218	236	351	533	752	704
LES ALOUETTES	14	12	19	15	16	12	14	14
L'IMPACT	22	20	23	25	20	23	23	21
future major league baseball team	21	16	20	24	26	20	26	16
future NBA basketball team	12	21	12	11	7	4	11	13
Don't know	31	31	27	24	31	40	25	36

**Income**

%	Total	< \$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250k+
Sample	1471	130	298	249	192	160	267	19
LES ALOUETTES	14	15	13	9	15	20	14	13
L'IMPACT	22	26	22	22	17	15	28	22
future major league baseball team	21	18	17	20	26	22	24	40
future NBA basketball team	12	9	9	14	13	15	11	3
Don't know	31	32	38	35	30	28	23	21

**Region**

%	Total	Montreal	Quebec City	ROQ	North Shore	South Shore
Sample	1471	539	159	773	402	371
LES ALOUETTES	14	13	19	15	12	17
L'IMPACT	22	25	19	21	22	20
future major league baseball team	21	22	19	20	23	17
future NBA basketball team	12	12	7	13	12	13
Don't know	31	28	38	32	31	32



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### Voter Intention

%	Total	Liberal, or PLQ	Parti Quebecois, or PQ	Coalition Avenir Quebec, or CAQ	Quebec Solidaire, or QS	Other Parties
Sample	1471	229	210	715	175	78
LES ALOUETTES	14	16	11	15	14	15
L'IMPACT	22	29	26	21	23	13
future major league baseball team	21	15	26	28	13	9
future NBA basketball team	12	14	12	9	15	22
Don't know	31	27	26	28	35	41



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