

# NEWS RELEASE



## **Raptors Playoff Run Bringing in New Fans... ...and some of them are planning to follow the Raptors next season, too**

Toronto, June 5<sup>th</sup>, 2019 – In a random sampling of public opinion taken by The Forum Poll™ among 1633 Canadians 18 or older, 4 in 10 (38%) say, yes, they have watched the Raptors on television during the 2019 playoffs, while just under two-thirds (62%) say they have not.

Respondents most likely to say they've watched Raptors' playoff games include those aged 45-54 (42%), males (43%), the most-wealthy (49%), parents (44%), with a post-graduate degree (45%), and living in Ontario (53%).

### **Only a quarter said they'd previously watched the Raptors on TV**

The Raptors' playoff run has inspired new fans to watch the team, as only a quarter (27%) said yes, they'd previously watched any Raptors' games on television before the 2019 playoffs.

Three-quarters (73%) said no, they had not.

Respondents most likely to say that they'd watched a Raptors' game before the playoffs include those aged 18-34 (32%) or 45-54 (29%), males (33%), the most wealthy (34%), parents (32%), with a post-graduate degree (33%), and living in Ontario (43%).

### **Some of those new fans plan to stick around next season**

A third (TOP2: 34%) say that, regardless of the outcome of the playoffs, they are likely to follow the Raptors next season. Of those that didn't watch a playoff game before the 2019 playoffs, one-fifth (TOP2: 18%) say that they're likely to follow the Raptors next season, too.

Two-thirds (BTM2: 66%) say they aren't likely to follow the Raptors.

Respondents most likely to say they'll continue to follow the raptors include those aged 45-54 (39%), males (38%), the most-wealthy (41%), parents (39%), and living in Ontario (48%).

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"The Raptors' playoff run has been remarkable and has bolstered support for the team all across the nation," said Dr. Lorne Bozinoff, President of Forum Research. "Even if they don't win the final (though we hope they do!) the playoff run has been a success, because it's drawn new fans to Raptors' games, and a proportion of those fans are here to stay. Go Raps, Go!"



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“The Raptors’ playoff run has been remarkable and has bolstered support for the team all across the nation,” said Dr. Lorne Bozinoff, President of Forum Research. “Even if they don’t win the final (though we hope they do!) the playoff run has been a success, because it’s drawn new fans to Raptors’ games, and a proportion of those fans are here to stay. Go Raps, Go!”

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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 1633 randomly selected Canadians across the country. The poll was conducted from May 31-June 2, 2019.

Results based on the total sample are considered accurate +/- 3%, 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) 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:**

%	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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### 2019 playoffs viewing

During the 2019 playoffs, have you watched any Raptors' games, on television?

### Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1633	216	235	260	370	552	836	755	42
Yes	38	38	34	42	38	36	43	33	31
No	62	62	66	58	62	64	57	67	69

### Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1633	124	403	597	122	167	220
Yes	38	37	17	53	35	42	28
No	62	63	83	47	65	58	72

### Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1633	137	270	229	189	183	356
Yes	38	31	29	31	36	37	49
No	62	69	71	69	64	63	51

### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1633	287	405	644	297
Yes	38	29	37	38	45
No	62	71	63	62	55

### Parents

%	Total	Yes	No	Moms
Sample	1633	389	1244	169
Yes	38	44	35	39
No	62	56	65	61

### Voter Intention

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	People's Party of Canada	Other
Sample	1633	535	487	165	195	97	62	22
Yes	38	41	46	41	31	9	17	41
No	62	59	54	59	69	91	83	59



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### Before 2019 playoffs

Prior to the 2019 playoffs, had you watched any Raptors' games, on television?

### Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1633	216	235	260	370	552	836	755	42
Yes	27	32	25	29	26	19	33	21	21
No	73	68	75	71	74	81	67	79	79

### Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1633	124	403	597	122	167	220
Yes	27	24	6	43	31	28	15
No	73	76	94	57	69	72	85

### Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1633	137	270	229	189	183	356
Yes	27	20	21	25	27	26	34
No	73	80	79	75	73	74	66



### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1633	287	405	644	297
Yes	27	22	21	29	33
No	73	78	79	71	67

### Parents

%	Total	Yes	No	Moms
Sample	1633	389	1244	169
Yes	27	32	24	25
No	73	68	76	75

### Voter Intention

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	People's Party of Canada	Other
Sample	1633	535	487	165	195	97	62	22
Yes	27	27	34	32	21	2	17	23
No	73	73	66	68	79	98	83	77

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**Future fans?**

Regardless of the outcome of the playoffs, how likely are you to follow the Raptors next season?

**Age/gender**

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1633	216	235	260	370	552	836	755	42
NET: TOP2	34	33	31	39	34	34	38	31	21
NET: BTM2	66	67	69	61	66	66	62	69	79
Very likely	16	18	13	19	12	13	18	14	10
Somewhat likely	19	15	18	21	22	20	20	18	12
Not very likely	13	11	12	13	15	15	13	13	12
Not likely at all	53	56	56	48	50	51	49	56	67

**Region**

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1633	124	403	597	122	167	220
NET: TOP2	34	31	19	48	28	34	28
NET: BTM2	66	69	81	52	72	66	72
Very likely	16	12	7	27	5	10	10
Somewhat likely	19	19	11	21	23	25	18
Not very likely	13	13	15	12	8	11	17
Not likely at all	53	57	66	40	64	55	55

**Income**

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1633	137	270	229	189	183	356
NET: TOP2	34	29	31	32	33	32	41
NET: BTM2	66	71	69	68	67	68	59
Very likely	16	12	15	19	13	15	18
Somewhat likely	19	17	16	13	20	18	23
Not very likely	13	8	16	13	13	12	13
Not likely at all	53	63	53	55	54	56	46



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### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1633	287	405	644	297
NET: TOP2	34	30	34	35	37
NET: BTM2	66	70	66	65	63
Very likely	16	14	13	15	21
Somewhat likely	19	16	21	19	16
Not very likely	13	12	13	15	11
Not likely at all	53	58	53	51	52

### Parents

%	Total	Yes	No	Moms
Sample	1633	389	1244	169
NET: TOP2	34	39	32	34
NET: BTM2	66	61	68	66
Very likely	16	19	14	15
Somewhat likely	19	20	18	19
Not very likely	13	12	14	11
Not likely at all	53	49	54	54

### Voter Intention

%	Total	Conservative	Liberal	NDP	Green	Bloc Quebecois	People's Party of Canada	Other
Sample	1633	535	487	165	195	97	62	22
NET: TOP2	34	36	40	41	25	10	21	40
NET: BTM2	66	64	60	59	75	90	79	60
Very likely	16	15	20	21	14	3	6	13
Somewhat likely	19	21	21	21	11	8	15	27
Not very likely	13	11	15	15	16	13	3	9
Not likely at all	53	53	45	44	59	77	76	52



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### *Watched 2019 Raptors' game*

%	Total	Q11 - Yes	Q11 - No
Sample	1633	600	1033
NET: TOP2	34	73	11
NET: BTM2	66	27	89
Very likely	16	37	2
Somewhat likely	19	36	9
Not very likely	13	11	14
Not likely at all	53	16	75

### *Didn't watch the Raptors before the playoffs*

%	Total	Q12 - Yes	Q12 - No
Sample	1633	395	1238
NET: TOP2	34	79	18
NET: BTM2	66	21	82
Very likely	16	49	3
Somewhat likely	19	30	15
Not very likely	13	8	15
Not likely at all	53	12	68

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