



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from March 8 to March 10, 2019, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

Which one of these sports teams do you think more accurately represents British Columbia?

- Vancouver Canucks – 53%
- BC Lions – 18%
- Vancouver Whitecaps – 5%
- Vancouver Giants – 2%
- Vancouver Canadians – 1%
- Not sure – 21%

Over the course of the past five years, would you say you have become more interested in each of these sports teams?

- Vancouver Whitecaps – 11%
- Vancouver Canucks – 10%
- BC Lions – 9%
- Vancouver Giants – 4%
- Vancouver Canadians – 4%

Canucks First, But Whitecaps Have Momentum in British Columbia

Across the province, 16% of residents aged 35-to-54 are more interested in the Major League Soccer team than five years ago.

Vancouver, BC [April 4, 2019] – More than half of British Columbians relate to the Vancouver Canucks in an extremely positive way, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 53% of respondents say the National Hockey League (NHL) franchise is the sports team that most accurately represents British Columbia.

The BC Lions of the Canadian Football League (CFL) are second with 18%, followed by the Vancouver Whitecaps of Major League Soccer (MLS) with 5%, the Vancouver Giants of the Western Hockey League (WHL) with 2% and the Vancouver Canadians of Baseball's Northwest League (NWL) with 1%.

Women (56%) are more likely to pick the Canucks as the team that best represents British Columbia than men (50%). The Lions fare better with residents aged 55 and over (22%) than with those aged 35-to-54 (14%) and those aged 18-to-34 (12%).

When asked if they have become more interested in each of these sports teams over the past five years, similar proportions of British Columbians select the Whitecaps (11%), the Canucks (10%) and the Lions (9%), while fewer mention the Giants (4%) and the Canadians (also 4%).

"Interest in the Canucks has increased more among British Columbians aged 18-to-34 (14%) and residents of the Fraser Valley (also 14%)," says Mario Canseco, President of Research Co. "The Whitecaps are being followed more closely now by Metro Vancouverites (16%) and those aged 35-to-54 (also 16%)."

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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