



PRESS RELEASE | British Columbia

**Methodology:**

Results are based on an online study conducted from December 8 to December 10, 2023, 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.

**As you may know, National Basketball Association (NBA) Commissioner Adam Silver recently commented on the possibility of adding new franchises. Thinking about this, do you think having a National Basketball Association (NBA) team in Vancouver is a good idea or a bad idea?**

Good idea – 59%  
Bad idea – 6%  
Not sure – 34%

**Potential Return of NBA Welcomed by Most British Columbians**

*A third of NBA fans would stop rooting for their current team to support a new Vancouver franchise.*

Vancouver, BC [December 29, 2023] – Most British Columbians would be happy with the return of professional basketball to Vancouver more than two decades after the city lost its team, a new Research Co. poll has found.

NBA Commissioner Adam Silver recently commented on the possibility of adding new franchises to the league. The Vancouver Grizzlies played in the NBA from 1995 to 2001.

In the online survey of a representative provincial sample, 59% of British Columbians believe it would be a “good idea” to have an NBA team in Vancouver.

More than three-in-five residents of Northern BC (63%), Metro Vancouver (62%) and the Fraser Valley (also 62%) would welcome having an NBA franchise in Vancouver. Support is lower in Vancouver Island (52%) and Southern BC (50%).

Just under one-in-four British Columbians (23%) recall attending a Vancouver Grizzlies game—a proportion that rises to 28% in Metro Vancouver.

In the event an NBA team is established in Vancouver, one-in-five British Columbians (20%) say they are “very likely” to attend at least one home game a year.

“In Metro Vancouver, about one-in-four residents (24%) are very likely to go to at least one home game if an NBA franchise is established in Vancouver,” says Mario Canseco, President of Research Co. “In this region, 5% of residents would seriously consider purchasing season tickets.”

Across the province, just over one-in-five British Columbians (22%) are “very likely” to watch the Vancouver team’s NBA games at home (22%) while fewer (13%) would watch them at a bar or a pub.

More than seven-in-ten British Columbians (71%) do not possess any merchandise or apparel from NBA teams. The leaders in this category are the Toronto Raptors (14%) and the Vancouver Grizzlies (12%).

Just under three-in-five British Columbians (59%) are not currently rooting for any NBA franchise right now. The Raptors are the most



popular team (25%), followed by the Los Angeles Lakers (9%), the Golden State Warriors (4%), the Boston Celtics (2%) and other franchises (also 2%).

One third of NBA fans (32%) say they are “very likely” to stop rooting for their current team to support the franchise from Vancouver—including 36% of male fans and 35% of fans aged 55 and over.

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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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