



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online survey conducted from April 16 to April 18, 2026, among 802 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, Major League Baseball is contemplating an expansion. Thinking about this, do you think having a Major League Baseball team in Vancouver is a good idea or a bad idea?

Good idea – 72% (+12)
Bad idea – 9% (-4)
Not sure – 19% (-8)

More Than Seven-in-Ten British Columbians Want MLB Team

More than half of the province's residents would attend at least one home game a year when the franchise is established.

Vancouver, BC [April 20, 2026] – Public support for a Major League Baseball (MLB) franchise in Vancouver has grown markedly over the past three years, a new Research Co. poll has found.

In the online survey of a representative provincial sample, more than seven-in-ten British Columbians (72%, +12 since a similar Research Co. poll [conducted in August 2023](#)) say it is a “very good” or “good” idea for Vancouver to have an MLB team.

Fewer than one-in-ten British Columbians (9%, -4) think this is a “bad” or “very bad” idea, while 19% (-8) are not sure.

Sizeable majorities of British Columbians who in 2024 voted for the Conservative Party of BC (76%), the BC New Democratic Party (NDP) (75%) or the BC Green Party (68%) favour establishing an MLB team in Vancouver.

“The arrival of Major League Baseball to Vancouver is backed by two thirds of British Columbians whose heritage is Indigenous (66%) or East Asian (67%),” says Mario Canseco, President of Research Co. “Support is higher among residents of European (70%) or South Asian (82%) descent.”

More than four-in-five residents of the Fraser Valley (83%, +16) think an MLB franchise in Vancouver is a “very good” or “good” idea, along with majorities of British Columbians who live in Southern BC (78%, +21), Metro Vancouver (72%, +12), Northern BC (68%, -10) and Vancouver Island (64%, +7).

More than half of British Columbians (54%, +7) say they are “very likely” or “somewhat likely” to attend at least one home game a year in the event an MLB team is established in Vancouver, and almost three-in-ten (29%, +10) feel the same way about purchasing season tickets.

Just over two thirds of British Columbians in the highest income bracket (68%) say they are likely to go to at least one home game a year once a Vancouver MLB franchise begins operations.

Almost half of British Columbians (48%, +11) are likely to watch the Vancouver MLB team's games at a bar or pub, while a majority (58%, +2) would tune in to enjoy games at home.



There is also a marked increase in the proportion of residents who would buy apparel or merchandise with the logo of Vancouver’s MLB team, going from 39% in August 2023 to 50% this month.

Three-in-five British Columbians (60%, +19) have a favourite team in MLB, including the Toronto Blue Jays (49%, +17), the Seattle Mariners (7%, +1) and other MLB franchises (4%, +1).

Just over two thirds of British Columbians who have a favourite MLB team (67%, +5) say they would stop rooting for this franchise to support the Vancouver squad once it starts playing.

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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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