



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from November 14 to November 16, 2022, 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.

All things considered, do you think Vancouver should launch a bid to host the Summer Olympics in 2036

Should – 42% (-6)
Should not – 45% (+5)
Not sure – 12% (+1)

As you may know, Vancouver was selected as one of the 16 host cities for the FIFA (Soccer) 2026 Men's World Cup. Do you agree or disagree with Vancouver being a host city during the FIFA (Soccer) 2026 Men's World Cup?

Agree – 62% (+7)
Disagree – 24% (-10)
Not sure – 14% (+3)

British Columbians OK with Abandoning Winter Olympic Bid

Agreement with the FIFA World Cup coming to Vancouver in 2026 has increased since June.

Vancouver, BC [November 21, 2022] – Most British Columbians think the provincial government made the right call in refusing to back a proposed bid to host the Winter Olympics again, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 57% of British Columbians agree with the provincial government's decision to not support the 2030 Winter Olympics bid that was being explored by Four Host First Nations—Musqueam, Squamish, Tsleil-Waututh, and Lilwat—and the municipal governments of Vancouver and Whistler.

Vancouver hosted the XXI Olympic Winter Games, from February 12 to February 28, 2010.

Only 29% of British Columbians disagree with the provincial government's decision to abandon the proposed 2030 bid—a proportion that rises to 48% among respondents of First Nation or Indigenous descent.

“British Columbians of all political stripes believe this is not the best moment to consider hosting the Winter Games again,” says Mario Canseco, President of Research Co. “Majorities of residents who voted in 2020 for the BC Liberals (66%), the BC New Democratic Party (NDP) (63%) and the BC Green Party (58%) are in agreement.”

In previous surveys, support for exploring the possibility of holding the 2030 Winter Olympics in Vancouver fluctuated from 60% in [January 2020](#) to 43% in [October 2021](#) and to 54% in [June 2022](#),

The notion of Vancouver hosting the Summer Olympics in 2036 remains contentious, with 42% of British Columbians (-6) thinking a bid should be launched and 45% (+5) disagreeing with this idea.

British Columbians aged 18-to-34 are more eager to entertain a Summer Olympics bid for 2036 (51%) than their counterparts aged 35-to-54 (46%) and aged 55 and over (33%).

More than three-in-five British Columbians (62%, +7) agree with Vancouver being a host city during the FIFA (Soccer) 2026 Men's World Cup, while one-in-four (24%, -10) disagree and 14% are undecided.



Satisfaction with the 2026 Men's World Cup coming to Vancouver is particularly high in the Fraser Valley (65%), Southern BC (64%) and Metro Vancouver (63%).

Just over two-in-five British Columbians (41%, -6) hold positive views on the International Olympic Committee (IOC), while a smaller proportion (38%) feel the same way about FIFA.

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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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