



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online survey conducted from April 15 to April 17, 2024, among 801 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, 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 – 68% (+6)
Disagree – 22% (-2)
Not sure – 11% (-3)

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

Should – 49% (+7)
Should not – 40% (-5)
Not sure – 11% (-1)

British Columbians Happy with FIFA World Cup in Vancouver

Almost half of the province's residents would explore a bid for Vancouver to host the Summer Olympics in 2036.

Vancouver, BC [May 1, 2024] – Public satisfaction with Vancouver being a host city during the FIFA (Soccer) 2026 Men's World Cup has increased across British Columbia, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 68% of British Columbians agree with the designation, up six points since a similar Research Co. poll [conducted in November 2022](#).

Vancouver is one of 16 cities that will host matches during the FIFA (Soccer) 2026 Men's World Cup, which is being held in Canada, the United States and Mexico. BC Place in Vancouver will be the venue for six matches, including two featuring Team Canada on June 18 and June 24, 2026.

"Seven-in-ten Metro Vancouverites (70%) appear satisfied with the FIFA World Cup coming to Vancouver," says Mario Canseco, President of Research Co. "Majorities of residents across all other regions of the province are also in favour."

More than half of British Columbians (55%, -2) continue to endorse the decision of the provincial government to abandon 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.

More than half of British Columbians who voted for the BC New Democratic Party (NDP) (63%), the BC Green Party (62%) and the BC Liberals (52%) in the 2020 provincial election believe the government made the right decision on the proposed Winter Games bid.

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

Almost half of British Columbians (49%, +7) think Vancouver should launch a bid to host the Summer Olympics in 2036, while 40% (-5) disagree and 11% (-1) are undecided.

A Vancouver bid for the 2036 Summer Olympics is welcomed by more than three-in-five British Columbians aged 18-to-34 (61%). Enthusiasm is lower among their counterparts aged 35-to-54 (48%) and aged 55 and over (42%).



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Almost half of British Columbians (47%, +9) say they have positive views on FIFA, while a majority (53%, +12) feel the same way about the International Olympic Committee (IOC).

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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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