



PRESS RELEASE | Metro Vancouver

**Methodology:**

Results are based on an online survey conducted from June 30 to July 2, 2026, among 604 adults in Metro Vancouver. The data has been statistically weighted according to census figures for age and gender in Metro Vancouver. The margin of error—which measures sample variability—is +/- 4.0 percentage points, nineteen times out of twenty.

**Overall, would you say the FIFA (Soccer) 2026 Men's World Cup will have a positive or negative impact on each of the following?**

**Canada**

Mostly positive – 79%  
Mostly negative – 9%  
Not sure – 13%

**British Columbia**

Mostly positive – 72%  
Mostly negative – 14%  
Not sure – 13%

**Vancouver**

Mostly positive – 72%  
Mostly negative – 14%  
Not sure – 14%

**Metro Vancouverites Foresee Positive Impact from World Cup**

*Most residents are satisfied with the way all levels of government promoted the global event.*

Vancouver, BC [July 7, 2026] – Residents of Metro Vancouver have not been particularly inconvenienced by the 2026 FIFA World Cup and are predicting benefits for the country, the province and the host city, a new Research Co. poll has found.

In the online survey of a representative regional sample, more than seven-in-ten Metro Vancouverites think the 2026 FIFA World Cup will have a mostly positive impact on Canada (79%), British Columbia (72%) and Vancouver (also 72%).

The results of this survey compare favourably with a poll [conducted in February 2010](#), when fewer than seven-in-ten Metro Vancouverites expected similar benefits from hosting the Vancouver 2010 Winter Olympics.

Majorities of Metro Vancouverites also expect this year's World Cup to be successful in making Vancouver and BC more attractive destinations for tourists (80%), encouraging further economic development in Vancouver and BC (69%) and promoting long-term job creation in Vancouver and BC (54%).

Most Metro Vancouverites are satisfied with the work of three levels of government to promote the FIFA World Cup: 61% with the federal government headed by Prime Minister Mark Carney, 59% with the municipal government headed by Vancouver Mayor Ken Sim, and 53% with the provincial government headed by Premier David Eby.

More than half of Metro Vancouverites think the FIFA World Cup is being staged for the benefit of sports fans (67%), the elites (63%), athletes and their families (62%) and politicians (58%). Fewer residents think the event is being held for the benefit of children (41%) and regular people (33%).

Three-in-five Metro Vancouverites (60%) say they watched Canada matches at home, and 35% watched matches that did not feature Canada at home.

Just over one-in-five Metro Vancouverites (22%) watched Canada matches at a bar or a pub and 17% attended a bar or pub to watch matches that did not feature Canada.

One-in-five Metro Vancouverites (20%) attended a "Fan Festival" or "Fan Zone". Fewer bought merchandise or apparel with the Team Canada logo (11%), hosted a watch party for a



Canada match with family or friends at home (9%) or hosted a watch party for a match that did not feature Canada with family or friends at home (6%).

Across Metro Vancouver, 46% of residents say they are excited about the FIFA World Cup, and it is not an inconvenience to their day-to-day lives, while one-in-four (25%) are indifferent and not inconvenienced.

One-in-ten Metro Vancouverites (10%) are excited about the World Cup but consider it an inconvenience, while one-in-five (20%) are indifferent and inconvenienced.

“In February 2010, 45% of Metro Vancouverites regarded the Winter Olympics as an inconvenience to their day-to-day lives,” says Mario Canseco, President of Research Co. “In 2026, only 30% feel the same way about the FIFA World Cup.”

Just over half of Metro Vancouverites (52%) say the street closures and bus re-routes associated with the FIFA World Cup have not affected their weekday commute at all. Smaller proportions say it has taken them a lot longer (14%) or a little bit longer (21%) to get to work or school, while 14% say the delays have not affected them much.

A portion of Granville Street in Vancouver—between West Georgia Street and Davie Street—has been closed to all vehicle traffic since June 8.

More than three-in-five Metro Vancouverites (63%) would like to see this portion of Granville Street in Vancouver remain vehicle-free when the World Cup ends—a proportion that rises to 69% among residents of the City of Vancouver and to 77% among people aged 18-to-34.

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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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