

Which of the following statements best describes your feelings towards the FIFA (Soccer) 2026 Men's World Cup?



	Metro Vancouver	Winter Olympics (February 2010)	GENDER		AGE			REGION		ANNUAL HOUSEHOLD INCOME		
			Male	Female	18-34	35-54	55+	City of Vancouver	All other municipalities	<\$50K	\$50K-100K	\$100K+
I am excited about the World Cup, and it is not an inconvenience to my day-to-day life	46%	35%	47%	45%	55%	42%	42%	48%	43%	33%	52%	46%
I am indifferent to the World Cup, but it is not an inconvenience to my day-to-day life	25%	20%	24%	25%	25%	27%	22%	24%	25%	33%	17%	31%
I am excited about the World Cup, but it is an inconvenience to my day-to-day life	10%	24%	7%	13%	9%	11%	8%	10%	9%	13%	11%	7%
I am indifferent to the World Cup, and it is an inconvenience to my day-to-day life	20%	21%	22%	17%	12%	20%	28%	18%	23%	21%	20%	16%

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How satisfied are you with the actions of each of these levels of government to promote the FIFA (Soccer) 2026 Men's World Cup?



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			Male	Female	18-34	35-54	55+	City of Vancouver	All other municipalities	<\$50K	\$50K-100K	\$100K+
The federal government (headed by Prime Minister Mark Carney)												
Very satisfied	23%		27%	19%	19%	24%	26%	24%	22%	22%	24%	21%
Moderately satisfied	38%		38%	39%	48%	31%	38%	39%	37%	38%	38%	40%
TOTAL - Satisfied	61%	35%	65%	58%	66%	56%	64%	63%	59%	60%	62%	61%
Moderately dissatisfied	10%		11%	9%	9%	12%	7%	12%	7%	7%	9%	13%
Very dissatisfied	8%		10%	5%	6%	9%	8%	7%	9%	11%	5%	9%
TOTAL - Dissatisfied	18%	54%	21%	14%	15%	21%	16%	18%	17%	18%	14%	22%
Not sure	21%	18%	14%	29%	19%	23%	20%	19%	24%	22%	24%	17%
The provincial government (headed by Premier Davd Eby)												
Very satisfied	18%		19%	16%	19%	15%	20%	18%	17%	23%	15%	18%
Moderately satisfied	35%		37%	34%	38%	33%	35%	37%	32%	30%	36%	39%
TOTAL - Satisfied	53%	47%	55%	50%	56%	49%	55%	55%	49%	52%	50%	57%
Moderately dissatisfied	15%		14%	15%	19%	14%	10%	17%	11%	18%	14%	15%
Very dissatisfied	11%		15%	7%	6%	15%	11%	9%	14%	9%	9%	14%
TOTAL - Dissatisfied	26%	41%	29%	22%	25%	29%	22%	26%	24%	27%	23%	29%
Not sure	21%	15%	16%	28%	19%	22%	23%	18%	26%	21%	27%	14%
The municipal government (headed by Vancouver Mayor Ken Sim)												
Very satisfied	17%		19%	14%	16%	17%	18%	18%	15%	20%	15%	18%
Moderately satisfied	37%		40%	33%	40%	36%	34%	40%	32%	33%	36%	39%
TOTAL - Satisfied	54%	59%	60%	47%	56%	53%	52%	57%	48%	53%	51%	56%
Moderately dissatisfied	16%		17%	15%	23%	14%	11%	19%	12%	19%	14%	18%
Very dissatisfied	9%		8%	11%	6%	11%	12%	7%	13%	6%	10%	11%
TOTAL - Dissatisfied	25%	28%	25%	26%	29%	25%	23%	26%	24%	25%	24%	28%
Not sure	21%	21%	15%	27%	15%	22%	25%	17%	28%	22%	24%	15%

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



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			Male	Female	18-34	35-54	55+	City of Vancouver	All other municipalities	<\$50K	\$50K-100K	\$100K+
Canada												
Mostly positive	79%	66%	79%	78%	83%	77%	77%	78%	80%	78%	78%	80%
Mostly negative	9%	9%	11%	6%	9%	11%	6%	10%	6%	6%	7%	12%
Not sure	13%	26%	9%	16%	8%	13%	17%	12%	14%	16%	14%	8%
British Columbia												
Mostly positive	72%	64%	72%	72%	72%	73%	72%	72%	73%	76%	69%	76%
Mostly negative	14%	21%	18%	10%	20%	13%	10%	16%	12%	6%	16%	16%
Not sure	13%	15%	10%	17%	8%	14%	18%	12%	15%	18%	15%	8%
Vancouver												
Mostly positive	72%	65%	73%	72%	73%	71%	73%	73%	72%	71%	70%	76%
Mostly negative	14%	22%	17%	10%	17%	15%	10%	16%	11%	8%	14%	18%
Not sure	14%	13%	10%	18%	10%	14%	17%	12%	17%	21%	16%	6%

At this point, do you expect the FIFA (Soccer) 2026 Men's World Cup to be successful in each one of the following categories?



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			Male	Female	18-34	35-54	55+	City of Vancouver	All other municipalities	<\$50K	\$50K-100K	\$100K+
<i>Encouraging further economic development in Vancouver and BC</i>												
Very successful	24%	16%	26%	21%	32%	25%	14%	28%	17%	28%	26%	18%
Moderately successful	45%	40%	45%	45%	45%	44%	46%	45%	45%	42%	43%	50%
Not too successful	22%	31%	18%	28%	15%	22%	30%	19%	28%	22%	22%	23%
Not successful at all	9%	13%	11%	7%	8%	9%	9%	8%	10%	8%	9%	8%
<i>Promoting long-term job creation in Vancouver and BC</i>												
Very successful	16%	10%	17%	15%	25%	15%	8%	19%	13%	19%	20%	11%
Moderately successful	38%	29%	41%	33%	40%	37%	35%	41%	32%	39%	36%	39%
Not too successful	31%	34%	28%	35%	21%	32%	41%	25%	41%	25%	28%	37%
Not successful at all	15%	28%	14%	16%	14%	15%	15%	15%	14%	17%	16%	13%
<i>Making Vancouver and BC more attractive destinations for tourists</i>												
Very successful	39%	37%	45%	31%	46%	38%	31%	39%	38%	35%	42%	37%
Moderately successful	41%	49%	33%	51%	39%	35%	53%	39%	45%	41%	40%	43%
Not too successful	15%	11%	16%	14%	10%	20%	13%	17%	12%	18%	12%	18%
Not successful at all	5%	4%	6%	4%	5%	6%	4%	5%	5%	6%	6%	2%

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Overall, do you think the FIFA (Soccer) 2026 Men's World Cup is being staged for the benefit of each of the following people?



	Metro Vancouver	Winter Olympics (February 2010)	GENDER		AGE			REGION		ANNUAL HOUSEHOLD INCOME		
			Male	Female	18-34	35-54	55+	City of Vancouver	All other municipalities	<\$50K	\$50K-100K	\$100K+
The elites												
Yes, they are	63%	82%	64%	61%	58%	66%	63%	62%	64%	61%	62%	65%
No, they are not	18%	7%	22%	14%	24%	12%	19%	20%	16%	15%	17%	20%
Not sure	19%	11%	14%	25%	17%	22%	17%	18%	20%	24%	21%	14%
People like you												
Yes, they are	33%	26%	34%	32%	37%	35%	27%	35%	30%	38%	34%	29%
No, they are not	51%	62%	53%	48%	51%	45%	58%	50%	52%	42%	48%	60%
Not sure	16%	12%	13%	20%	13%	20%	14%	15%	18%	20%	18%	11%
Politicians												
Yes, they are	58%	84%	60%	56%	55%	59%	59%	55%	63%	55%	56%	63%
No, they are not	25%	7%	26%	23%	31%	22%	22%	27%	21%	24%	24%	25%
Not sure	17%	9%	14%	21%	13%	19%	19%	18%	17%	21%	19%	12%
Athletes and their families												
Yes, they are	62%	79%	60%	64%	60%	60%	67%	56%	72%	61%	62%	65%
No, they are not	20%	10%	25%	15%	24%	20%	16%	25%	13%	22%	17%	24%
Not sure	18%	11%	15%	21%	16%	20%	16%	19%	15%	17%	22%	12%
Children												
Yes, they are	41%	34%	42%	40%	41%	44%	36%	41%	40%	42%	39%	44%
No, they are not	39%	47%	42%	35%	42%	32%	45%	40%	36%	33%	36%	45%
Not sure	20%	19%	16%	25%	17%	25%	18%	19%	23%	25%	26%	11%
Sports fans												
Yes, they are	67%	67%	67%	66%	66%	65%	70%	63%	72%	68%	66%	68%
No, they are not	20%	20%	21%	19%	25%	17%	18%	24%	14%	19%	17%	24%
Not sure	13%	13%	12%	15%	9%	18%	12%	13%	14%	13%	17%	8%

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Have you done any of the following during the FIFA (Soccer) 2026 Men's World Cup?



	Metro Vancouver	GENDER		AGE			REGION		ANNUAL HOUSEHOLD INCOME		
		Male	Female	18-34	35-54	55+	City of Vancouver	All other municipalities	<\$50K	\$50K-100K	\$100K+
Watched Canada matches at home	60%	61%	58%	57%	60%	63%	56%	65%	49%	61%	64%
Watched matches that did not feature Canada at home	35%	37%	32%	31%	33%	42%	32%	40%	28%	33%	43%
Watched Canada matches at a bar/pub	22%	25%	20%	34%	21%	12%	28%	13%	22%	23%	22%
Watched matches that did not feature Canada at a bar/pub	17%	17%	17%	29%	15%	8%	18%	15%	17%	20%	16%
Hosted a watch party for a Canada match with family/friends at home	9%	9%	9%	15%	9%	3%	11%	6%	6%	9%	10%
Hosted a watch party for a match that did not feature Canada with family/friends at home	6%	5%	8%	9%	7%	2%	8%	3%	6%	7%	6%
Attended a "Fan Festival" or "Fan Zone"	20%	18%	23%	24%	22%	14%	22%	18%	23%	21%	19%
Bought merchandise or apparel with the Team Canada logo	11%	13%	8%	14%	11%	8%	12%	9%	8%	10%	14%
None of these	21%	20%	22%	10%	23%	30%	17%	27%	27%	20%	19%

Have recent street closures and bus re-routes during the FIFA (Soccer) 2026 Men's World Cup affected your weekday commute?



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			Male	Female	18-34	35-54	55+	City of Vancouver	All other municipalities	<\$50K	\$50K-100K	\$100K+
Yes, it has taken me a lot longer to get to work/school	14%	10%	15%	12%	19%	18%	3%	18%	7%	9%	18%	10%
Yes, it has taken me a little bit longer to get to work/school	21%	15%	22%	18%	34%	20%	7%	27%	9%	25%	19%	20%
Yes, but the delays have not affected me much	14%	18%	14%	14%	17%	15%	8%	18%	7%	15%	13%	13%
No, the street closures and bus re-routes have not affected my weekday commute at all	52%	56%	49%	56%	30%	47%	83%	37%	77%	50%	49%	57%

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As you may know, a portion of Granville Street in Vancouver—between West Georgia Street and Davie Street—has been closed to all vehicle traffic since June 8. Would you like to see this portion of Granville Street in Vancouver remain vehicle-free when the FIFA (Soccer) 2026 Men's World Cup ends?



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		Male	Female	18-34	35-54	55+	City of Vancouver	All other municipalities	<\$50K	\$50K-100K	\$100K+
Definitely	32%	32%	31%	38%	32%	24%	33%	29%	32%	34%	29%
Probably	31%	30%	33%	39%	31%	23%	36%	24%	37%	29%	32%
Probably not	11%	12%	10%	12%	9%	14%	11%	12%	4%	11%	15%
Definitely not	10%	13%	7%	3%	13%	14%	9%	12%	9%	11%	10%
Not sure	15%	13%	18%	7%	15%	25%	11%	23%	17%	15%	14%