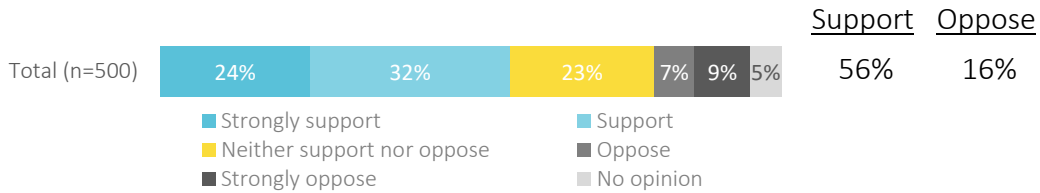


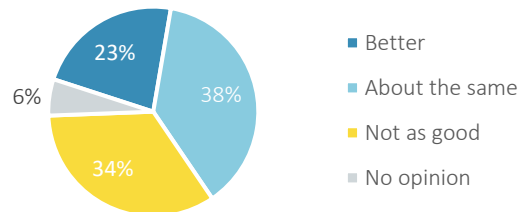
Metro Vancouver Residents Welcoming FIFA

April 24, 2026

Vancouverites are generally enthusiastic about the upcoming FIFA World Cup, according to a recent survey of Metro Vancouver residents conducted by Mustel Group. While there is some concern circulating about hotel bookings and costs to the province, backing for the World Cup exceeds opposition by more than three to one. About one-quarter of residents say they are indifferent, while outright opposition is limited to just 16% of Metro Vancouver adults.



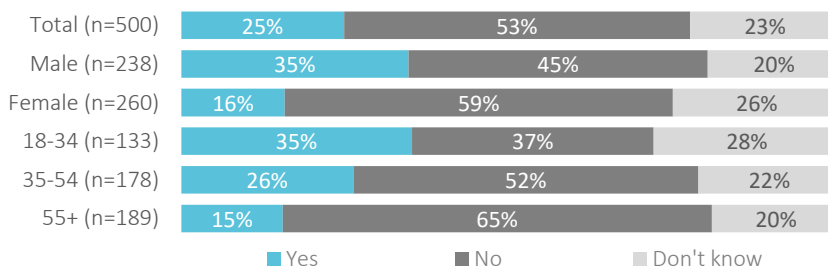
Because most residents have never attended a FIFA World Cup, there is some uncertainty about how the experience will compare with previous mega-events hosted in the city. In particular, expectations are tempered when measured against the legacy of the 2010 Winter Olympics: only one-quarter of residents expect the World Cup experience to be “better.”



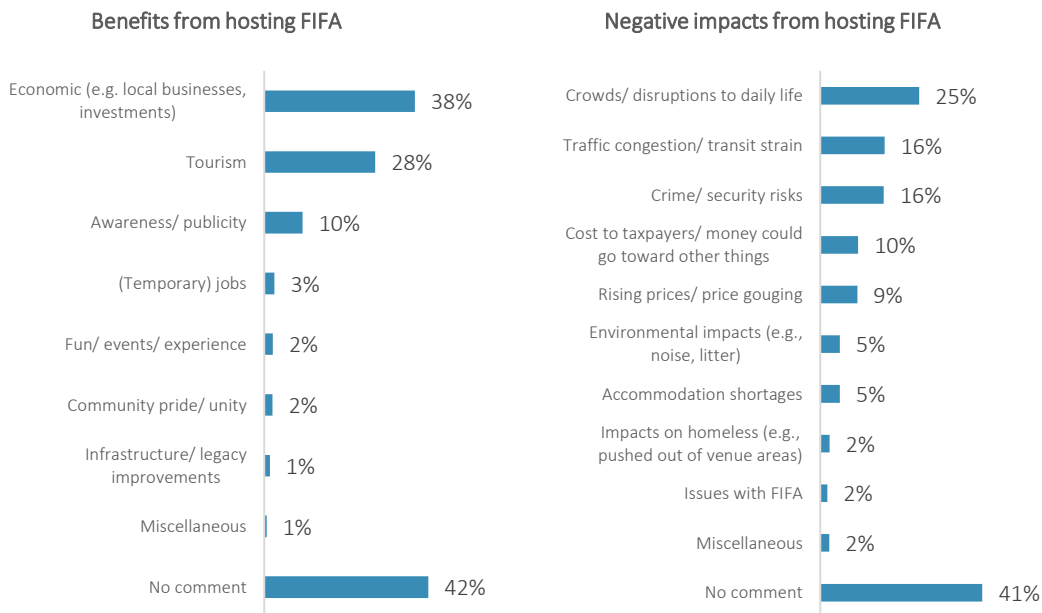
Although just one-quarter plan to attend or follow games, support for the World Cup exceeds one-half, suggesting many are enthusiastic about the broader experience of hosting the event.

Interest in the matches is notably higher among men than women (35% vs.16%) and among younger residents, with 35% of those aged 18–34 expecting to follow or attend, compared with just 15% of those aged 55 and over.

Expect to Attend or Follow Matches



When asked about the potential impacts of hosting the World Cup, residents most frequently point to economic spinoffs and increased tourism as the key benefits for the region. At the same time, the most common concerns relate to disruption to daily life, including traffic congestion and transit strain, and crime or public safety issues. Some also express concern about costs to taxpayers and the potential for price gouging.



About the survey:

Sample: Random sample of 500 Metro Vancouver residents, 18 years plus

Field dates: April 9-22, 2026

Method: Online panel

