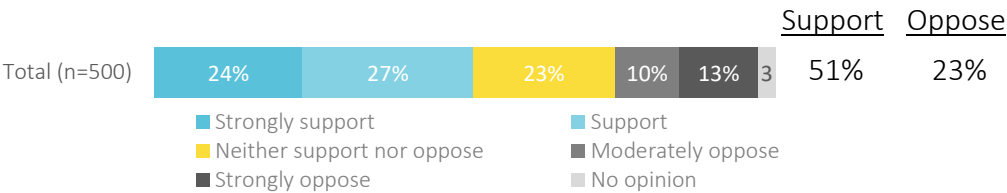


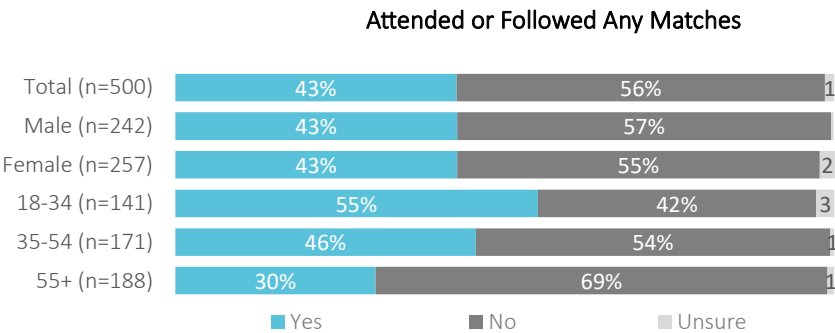
FIFA World Cup Leaves a Positive Legacy in Metro Vancouver, New Mustel Group Survey Finds

July 21, 2026

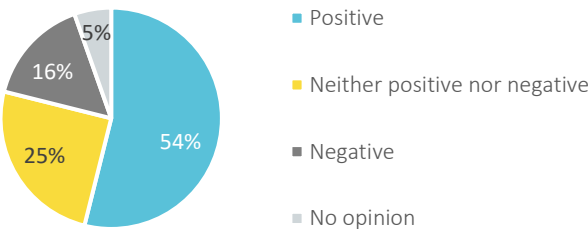
Metro Vancouver residents generally had a positive experience during the FIFA World Cup according to a recent survey conducted by Mustel Group. Despite concerns circulating before the games, the decision to support hosting the World Cup exceeds opposition by more than two to one.



Over four-in-ten attended or watched a game, visited the Fan Festival or participated in a viewing party in their community (43%) with participation highest among those under 35 years of age (55%) and lowest among those 55 and older (30%). Men and women were equally likely to participate.



Overall, more than half of Metro Vancouver residents (54%) believe the impacts of hosting the matches were positive, compared to just 16% who believe they were negative (the remainder were neutral or unsure).



About the survey:

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

Field dates: July 7th to 21st, 2026

Method: Online panel

