CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE
November 13, 2025

Most Vancouver Residents Support World Cup Spending, But Strongly Reject Covering Cost Overruns

The latest Canada Pulse Insights survey for Rogers CityNews reveals a majority of residents in both Vancouver and the Metropolitan Vancouver Regional District (MVRD) believe the $532 to $624 million investment by all levels of government to host seven FIFA World Cup matches in 2026 will benefit the city, primarily through tourism, sports enthusiasm, and increased global visibility. In contrast, 40% of Vancouver respondents and 37% across the region do not support the public spending commitment.

Regardless of the overall support for hosting the event, the survey further reveals a robust fiscal warning signal among Vancouver area residents to the organizers and the three levels of government: only 17% of Vancouver residents and 29% across the MVRD agree that taxpayers should shoulder any cost overruns, with strong majorities—83% in Vancouver and 71% region-wide—opposed to such additional financial responsibility.

The poll findings are released one week before FIFA's draw for the 2026 World Cup Play-Off Tournament and the European Play-Off draw, events that will define the qualification path for 22 nations heading to the first-ever 48-team tournament hosted jointly by Canada, Mexico, and the United States.

Two Canadian cities will host FIFA matches: Vancouver will host five group stage games and two knockout rounds (a Round of 32 and a Round of 16) beginning June 13, 2026. Toronto is the only other Canadian city to host matches, with its six games—including the highly anticipated first-ever men's World Cup match played on Canadian soil—commencing June 12, 2026.

About the Survey

This public opinion poll was undertaken for Rogers CityNews by Canada Pulse Insights. The online survey was administered by the sample and data collection experts at Sago from September 30 to October 6, 2025, among adult (aged 18+) residents of Vancouver (n=351) and the Metro Vancouver Regional District (MVRD, n=306). The data has been weighted to represent the adult population based on the most recent census. For comparison, probability samples of this size have a margin of error of ±5.2 percentage points for the City of Vancouver and ±5.6 percentage points for the MVRD. For the combined region (n=657), the margin of error is ±3.8 percentage points. Any discrepancies between the text of this release and the data tables are due to rounding.

1 Vancouver/MVRD

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Canada Pulse Insights is an independent, Canadian owned public opinion research firm led by veteran pollster John Wright. The company is a member of and adheres to the Canadian Research and Insights Council (CRIC) public opinion research standards and disclosure requirements. Sago, formerly the Schlesinger Group, is CRIC accredited and brings more than 55 years of experience in both qualitative and quantitative research methods.

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For further information:
John Wright, CEO, Canada Pulse Insights
Email: johnwright@canadapulseinsights.com
Phone: 416-700-4218
Website: CanadaPulseInsights.com