

	Total	Interest in 2026 FIFA World Cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
<b>Weighted sample size</b>	2031	197	602	436	721	76	799	1156
<b>Unweighted sample size</b>	2031	217	610	447	682	75	827	1129

QW1. How closely do you follow each of these professional sports leagues?

	Total	Interest in 2026 FIFA World Cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Follow the CFL AND NFL	31%	59%	40%	31%	15%	27%	45%	21%
Follow the CFL but not the NFL	10%	9%	12%	9%	9%	14%	11%	9%
Follow the NFL but not CFL	12%	12%	16%	13%	10%	7%	15%	11%
Do not follow the CFL AND NFL	47%	19%	32%	46%	66%	53%	29%	58%

QW1. [Top3box summary] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
NHL – National Hockey League	69%	85%	82%	74%	52%	53%	83%	60%
CFL – Canadian Football League	41%	69%	52%	40%	25%	41%	56%	31%
NFL – National Football League	43%	71%	56%	44%	25%	34%	60%	32%
MLB – Major League Baseball	53%	82%	65%	55%	37%	32%	69%	43%
NCAA College Football	21%	46%	26%	21%	11%	19%	31%	15%
NBA – National Basketball Association	30%	62%	45%	27%	11%	21%	49%	17%
MLS – Major League Soccer	24%	70%	38%	15%	5%	23%	46%	9%
International Soccer – Premier League, Major international tournaments etc.	32%	87%	53%	20%	6%	25%	61%	11%
PWHL - Professional Women's Hockey League	29%	53%	45%	27%	10%	29%	47%	17%

QW1. [NHL – National Hockey League] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very closely – I watch as many games as I can	14%	25%	16%	13%	9%	14%	18%	11%
Closely - I try to watch my favourites and stay up-to-date	24%	37%	30%	24%	16%	19%	31%	19%
Not very closely – I don't watch much, maybe a playoff game	31%	22%	36%	37%	27%	20%	33%	31%
I don't really follow this sport at all	31%	15%	18%	26%	48%	47%	17%	40%
Top3box	69%	85%	82%	74%	52%	53%	83%	60%

QW1. [CFL – Canadian Football League] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very closely – I watch as many games as I can	5%	14%	6%	4%	2%	1%	8%	3%
Closely - I try to watch my favourites and stay up-to-date	11%	23%	12%	11%	8%	13%	15%	9%
Not very closely – I don't watch much, maybe a playoff game	25%	32%	34%	26%	15%	27%	33%	19%
I don't really follow this sport at all	59%	31%	48%	60%	75%	59%	44%	69%
Top3box	41%	69%	52%	40%	25%	41%	56%	31%

QW1. [NFL – National Football League] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very closely – I watch as many games as I can	6%	16%	7%	5%	3%	2%	9%	4%
Closely - I try to watch my favourites and stay up-to-date	11%	23%	13%	12%	6%	10%	15%	9%
Not very closely – I don't watch much, maybe a playoff game	26%	32%	36%	27%	15%	22%	35%	20%
I don't really follow this sport at all	57%	29%	44%	56%	75%	66%	40%	68%
Top3box	43%	71%	56%	44%	25%	34%	60%	32%

QW1. [MLB – Major League Baseball] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very closely – I watch as many games as I can	8%	13%	12%	7%	4%	7%	12%	5%
Closely - I try to watch my favourites and stay up-to-date	14%	31%	16%	14%	8%	5%	20%	10%
Not very closely – I don't watch much, maybe a playoff game	32%	39%	37%	35%	24%	20%	37%	28%
I don't really follow this sport at all	47%	18%	35%	45%	63%	68%	31%	57%
Top3box	53%	82%	65%	55%	37%	32%	69%	43%

QW1. [NCAA College Football] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very closely – I watch as many games as I can	1%	5%	2%		1%	1%	2%	1%
Closely - I try to watch my favourites and stay up-to-date	5%	16%	6%	5%	2%	3%	9%	3%
Not very closely – I don't watch much, maybe a playoff game	14%	25%	19%	16%	7%	15%	20%	11%
I don't really follow this sport at all	79%	54%	74%	79%	89%	81%	69%	85%
Top3box	21%	46%	26%	21%	11%	19%	31%	15%

QW1. [NBA – National Basketball Association] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very closely – I watch as many games as I can	2%	8%	2%	1%	0%	1%	4%	1%
Closely - I try to watch my favourites and stay up-to-date	6%	21%	8%	4%	2%	5%	11%	3%
Not very closely – I don't watch much, maybe a playoff game	22%	34%	34%	22%	9%	15%	34%	14%
I don't really follow this sport at all	70%	38%	55%	73%	89%	79%	51%	83%
Top3box	30%	62%	45%	27%	11%	21%	49%	17%

QW1. [MLS – Major League Soccer] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very closely – I watch as many games as I can	1%	7%	1%	0%		2%	2%	0%
Closely - I try to watch my favourites and stay up-to-date	4%	16%	6%	2%	0%	4%	8%	1%
Not very closely – I don't watch much, maybe a playoff game	19%	47%	31%	12%	5%	16%	35%	8%
I don't really follow this sport at all	76%	30%	62%	85%	95%	77%	54%	91%
Top3box	24%	70%	38%	15%	5%	23%	46%	9%

QW1. [International Soccer – Premier League, Major international tournaments etc.] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very closely – I watch as many games as I can	3%	23%	2%	1%	0%	1%	7%	0%
Closely - I try to watch my favourites and stay up-to-date	6%	32%	6%	2%	0%	8%	12%	1%
Not very closely – I don't watch much, maybe a playoff game	23%	32%	45%	18%	5%	15%	42%	10%
I don't really follow this sport at all	68%	13%	47%	80%	94%	75%	39%	89%
Top3box	32%	87%	53%	20%	6%	25%	61%	11%

QW1. [PWHL - Professional Women's Hockey League] how closely do you follow each of these professional sports leagues?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very closely – I watch as many games as I can	2%	9%	2%	1%	0%	1%	4%	0%
Closely - I try to watch my favourites and stay up-to-date	6%	17%	11%	4%	2%	6%	12%	2%
Not very closely – I don't watch much, maybe a playoff game	21%	28%	32%	23%	8%	21%	31%	14%
I don't really follow this sport at all	71%	47%	55%	73%	90%	71%	53%	83%
Top3box	29%	53%	45%	27%	10%	29%	47%	17%

QW7. On another topic - As you may have heard, Canada has been selected to host the 2026 FIFA World Cup, along with Mexico and the United States. Looking ahead to that tournament, how interested are you?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Very interested, planning to follow closely	10%	100%					25%	
Interested, will tune in from time-to-time and follow headlines	30%		100%				75%	
Not that interested, won't pay close attention	21%			100%				38%
Not interested at all	35%				100%			62%
Not sure/Can't say	4%					100%		
Net: Interested	39%	100%	100%				100%	
Net: Not interested	57%			100%	100%			100%

QW8. Which of the following best describes your view of hosting this event?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
It's worth it to host, even if costs are far higher than the revenues.	9%	36%	12%	6%	2%	3%	18%	4%
It's worth it, but only if costs are about the same as revenues.	32%	41%	48%	36%	15%	19%	47%	23%
It's only worth it if the cities make money	39%	19%	32%	45%	47%	41%	29%	46%
Hosting the World Cup is not worth it at all	20%	4%	8%	13%	36%	36%	7%	27%
Top2box	41%	77%	60%	42%	17%	23%	64%	26%
Top3box	80%	96%	92%	87%	64%	64%	93%	73%

QW9. [The FIFA World Cup] Which statement would you say is closest to your opinion about each of the following events?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Are NOT a worthwhile investment for the host country	54%	23%	37%	57%	74%	54%	34%	68%
Are a worthwhile investment for the host country	46%	77%	63%	43%	26%	46%	66%	32%

QW9. [The Summer Olympics] Which statement would you say is closest to your opinion about each of the following events?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Are a worthwhile investment for the host country	52%	69%	64%	52%	37%	55%	65%	43%
Are NOT a worthwhile investment for the host country	48%	31%	36%	48%	63%	45%	35%	57%

QW9. [The Winter Olympics] Which statement would you say is closest to your opinion about each of the following events?

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Are a worthwhile investment for the host country	56%	70%	66%	58%	41%	60%	67%	48%
Are NOT a worthwhile investment for the host country	44%	30%	34%	42%	59%	40%	33%	52%

QW10. Agreement - The tickets for these World Cup games are way too expensive for me to attend

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Strongly agree	50%	51%	52%	46%	53%	36%	51%	50%
Agree	20%	34%	27%	23%	10%	15%	29%	15%
Disagree	3%	5%	3%	3%	2%	4%	4%	2%
Strongly disagree	1%	0%	1%	1%	1%	2%	0%	1%
Not sure/Can't say	26%	10%	18%	27%	35%	43%	16%	32%
Net: Agree	71%	84%	79%	69%	63%	51%	80%	65%
Net: Disagree	4%	6%	4%	3%	3%	6%	4%	3%

QW10. Agreement - If I was given two tickets, I'd probably end up reselling them for the money

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
Strongly agree	29%	5%	13%	24%	53%	19%	11%	42%
Agree	23%	13%	19%	35%	22%	24%	18%	27%
Disagree	24%	35%	39%	23%	11%	15%	38%	16%
Strongly disagree	12%	39%	18%	6%	5%	6%	23%	5%
Not sure/Can't say	11%	8%	11%	12%	9%	37%	10%	10%
Net: Agree	52%	19%	33%	59%	75%	43%	29%	69%
Net: Disagree	37%	74%	57%	29%	16%	20%	61%	21%

**QW10. Agreement - The 'Canada Soccer' organization gives me a feeling of pride**

	Total	Fifa world cup						
		Very interested	Interested	Not that interested	Not interested at all	Not sure/Can't say	Net: Interested	Net: Not interested
<b>Strongly agree</b>	<b>4%</b>	<b>23%</b>	<b>5%</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>	<b>10%</b>	<b>1%</b>
<b>Agree</b>	<b>24%</b>	<b>43%</b>	<b>40%</b>	<b>24%</b>	<b>6%</b>	<b>19%</b>	<b>41%</b>	<b>13%</b>
<b>Disagree</b>	<b>16%</b>	<b>14%</b>	<b>15%</b>	<b>19%</b>	<b>17%</b>	<b>6%</b>	<b>15%</b>	<b>18%</b>
<b>Strongly disagree</b>	<b>14%</b>	<b>5%</b>	<b>6%</b>	<b>6%</b>	<b>30%</b>	<b>4%</b>	<b>6%</b>	<b>21%</b>
<b>Not sure/Can't say</b>	<b>41%</b>	<b>16%</b>	<b>33%</b>	<b>49%</b>	<b>46%</b>	<b>68%</b>	<b>29%</b>	<b>47%</b>
<b>Net: Agree</b>	<b>29%</b>	<b>65%</b>	<b>46%</b>	<b>25%</b>	<b>7%</b>	<b>22%</b>	<b>50%</b>	<b>14%</b>
<b>Net: Disagree</b>	<b>31%</b>	<b>19%</b>	<b>21%</b>	<b>26%</b>	<b>47%</b>	<b>9%</b>	<b>21%</b>	<b>39%</b>