

Angus Reid Institute
Pipelines, Blue Jays, CFL, and World Cup Costs
Oct. 7-11, 2025

Some questions have already been released.

[T] QW1
Base=All
Single choice grid

Now, we have some questions about sports. First, how closely do you follow each of these professional sports leagues?

[Randomize - Rows]

NHL – National Hockey League
PWHL – Professional Women’s Hockey League
CFL – Canadian Football League
NFL – National Football League
MLB – Major League Baseball
NCAA College Football
NBA – National Basketball Association
MLS – Major League Soccer
International Soccer – Premier League, Major international tournaments etc.

[Columns]

Very closely – I watch as many games as I can
Closely - I try to watch my favourites and stay up-to-date
Not very closely – I don’t watch much, maybe a playoff game
I don’t really follow this sport at all

[T] QW7.
Base=All
Single choice

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?

Very interested, planning to follow closely
Interested, will tune in from time-to-time and follow headlines
Not that interested, won’t pay close attention
Not interested at all
Not sure/Can’t say

QW8.
Base=All
Single choice

Vancouver (7 matches) and Toronto (6 matches) will host games in the 2026 FIFA World Cup. Current estimates suggest costs could exceed \$500 million dollars in Vancouver and approach \$400 million in Toronto — much higher than initial projections made by each provincial government. Governments argue the events will bring in significant revenue to offset or exceed costs as well as global attention.

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

It's worth it to host, even if costs are far higher than the revenues.

It's worth it, but only if costs are about the same as revenues.

It's only worth it if the cities make money

Hosting the World Cup is not worth it at all

[T] QW9.

Base=All

Single choice grid

Some people say major multi-national sporting events like the World Cup and the Olympics are too expensive and don't offer enough of a return on the investment for the exorbitant costs required to host, while others say such events are a unique opportunity to invest in projects and bring worldwide attention to a city or region, which will net a positive return.

Which statement would you say is closest to your opinion about each of the following events?

[ROWS – RANDOMIZE]

The FIFA World Cup

The Summer Olympics

The Winter Olympics

[COLUMNS]

Are a worthwhile investment for the host country

Are NOT a worthwhile investment for the host country

QW10.

Base=All

Single choice grid

The tickets for these World Cup games are way too expensive for me to attend

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

Strongly agree

Agree

Disagree

Strongly disagree

Not sure/Can't say