



# How Canadians Feel About Hosting The World Cup

June 2026

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strategic insights

# Methodology

|                     |   |
|---------------------|---|
| <b>Field Window</b> | May 22 to 29, 2026  |
| <b>Sampling</b>     | Online survey of randomly-selected sample of <b>2,016 Adult (18+) Canadian residents</b> . Respondents were recruited from the CanView online research panels.        |
| <b>Reliability</b>  | Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.2\%$ , 19 times out of 20. |
| <b>Weighting</b>    | Data has been weighted using the most current age, gender, region, and education Census data, to ensure the sample reflects the actual population of adult Canadians. |
| <b>Tracking</b>     | In some instances, results have been tracked against a Pollara survey fielded among n=1,207 adult Canadians in December 2017.   |

| SAMPLE DISTRIBUTION COUNTS |              |              |                               |
|----------------------------|--------------|--------------|-------------------------------|
| REGION                     | Weighted     | Unweighted   | Margin of Error               |
| British Columbia           | 297          | 308          | $\pm 5.6\%$                   |
| Alberta                    | 231          | 206          | $\pm 6.8\%$                   |
| Saskatchewan/Manitoba      | 134          | 188          | $\pm 7.1\%$                   |
| Ontario                    | 806          | 559          | $\pm 4.1\%$                   |
| Quebec                     | 408          | 459          | $\pm 4.6\%$                   |
| Atlantic                   | 140          | 296          | $\pm 5.7\%$                   |
| <b>TOTAL CANADA</b>        | <b>2,016</b> | <b>2,016</b> | <b><math>\pm 2.2\%</math></b> |



CANADIAN RESEARCH INSIGHTS COUNCIL

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# 40%

of Canadians are likely to watch the 2026 FIFA World Cup

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## Key Findings

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- About four-in-ten Canadians are excited about the World Cup (38%) and plan to watch games (40%).
  - Interest in this World Cup is higher than past World Cups where Canada did not host.
  - Immigrants are significantly more likely to be excited (65%) and plan to watch games (63%).
  - Excitement rises to 64% in the Lower Mainland and 62% in the GTA.
- **92% of likely viewers will cheer for Canada** at least in part — but only 27% plan to cheer exclusively for Canada.
  - Other countries Canadians are cheering for most: England (15%), Brazil (14%), France (10%), Portugal (10%), Argentina (10%), Germany (9%).
- **55% expect Canada to win at least one match.**
- Views are mixed on the economic impact of hosting: 46% agree and 34% disagree this will have a net positive impact on Canada's economy.
  - Those in the GTA are more bullish about the economic impact (agree: 57% / disagree: 28%) than those in the Lower Mainland (50% / 35%).

An aerial photograph of a modern stadium with a distinctive curved, glass-paneled roof. A large, semi-transparent graphic of a soccer ball is overlaid on the stadium, featuring the FIFA logo and a trophy. The background shows a city skyline with various skyscrapers and a river. The entire image has a blue color overlay.

# Survey Findings

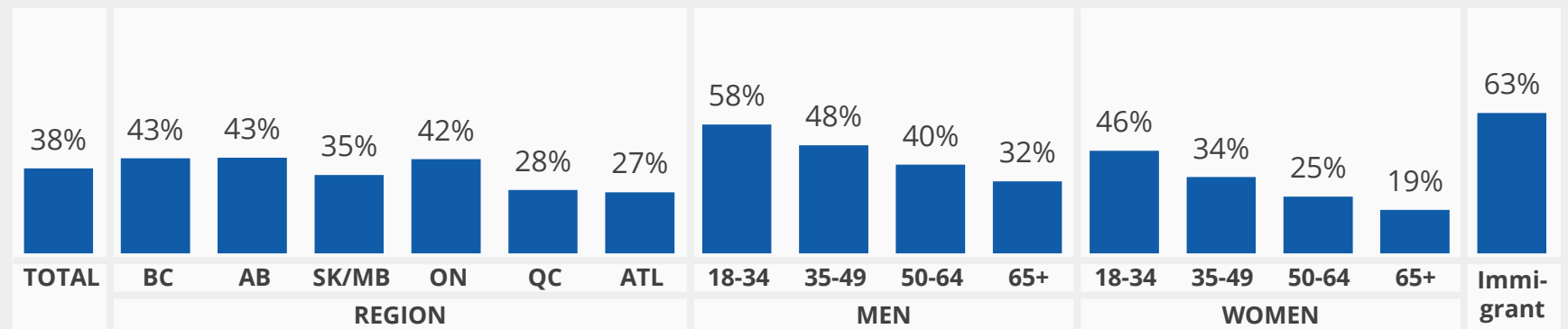
# 38% of Canadians Excited for World Cup

- Residents of the Lower Mainland (64%) and Greater Toronto Area (62%) are much more excited.
- Immigrants (63%) are twice as likely to be excited as those born in Canada (31%).



## I am excited about the 2026 FIFA World Cup

### Total Excited



**Q** Thinking about the 2026 FIFA World Cup, do you agree or disagree with each of the following statements? - I am excited about the World Cup  
 Base: Total (n=2,016).

# Two-in-Five Canadians Plan to Watch the World Cup

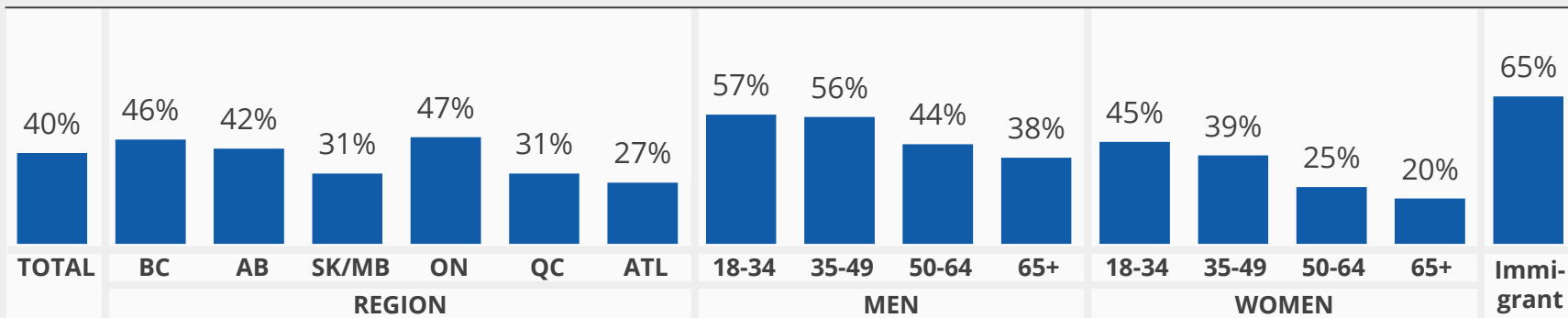
- Immigrants (65%) are nearly twice as likely to tune in as those born in Canada (34%).
- Men (49%) are far more likely to watch than women (32%), though there is interest among women 18-to-34 years old (45%).



## Likelihood of watching World Cup matches on TV/online



### TOTAL LIKELY

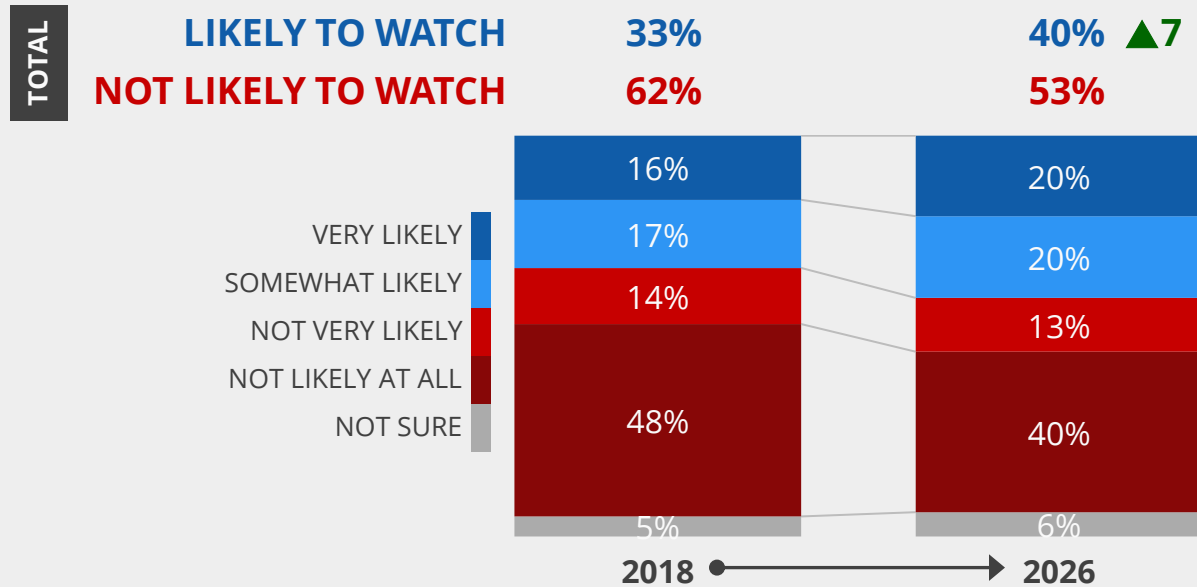


**Q** As you may know, the 2026 FIFA World Cup of soccer/football will run June 11 to July 19 this year. It is being co-hosted by Canada, Mexico, and the United States. How likely are you to watch any of the 2026 FIFA World Cup matches on TV or online? Base: Total (n=2,016)

# Home Field Advantage: Expected viewership higher than past World Cups

- The share of Canadians who plan to watch the 2026 World Cup (40%) is higher than the share who planned to watch the 2018 World Cup (33%), when Canada neither qualified nor co-hosted.

## Likelihood of watching World Cup matches on TV/online - 2018 vs. 2026

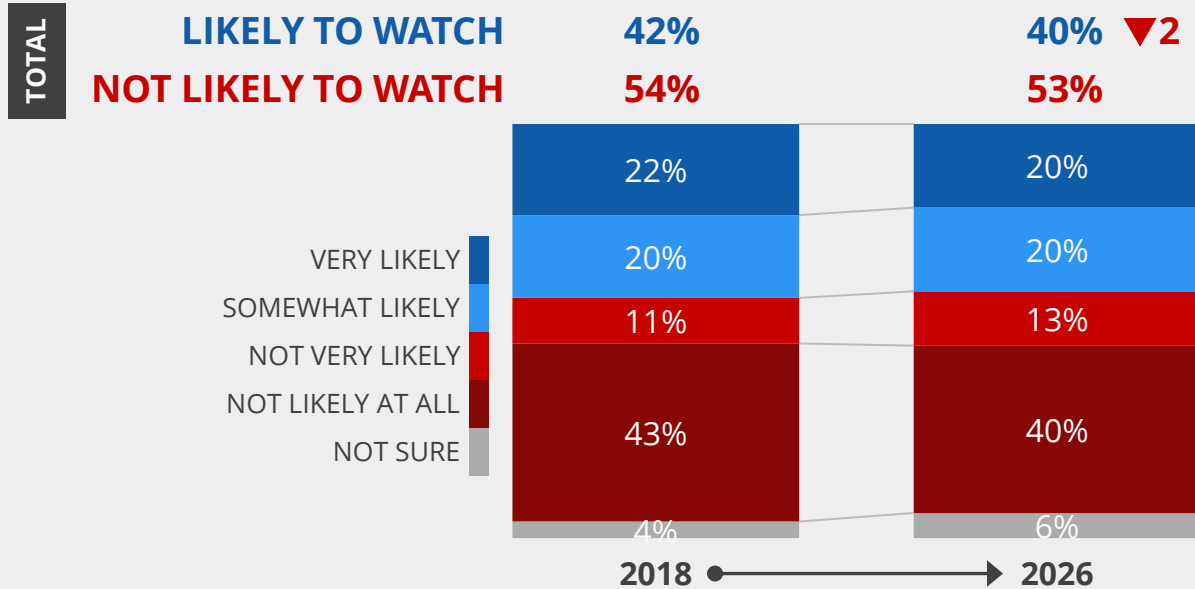


**Q** 2026: As you may know, the 2026 FIFA World Cup of soccer/football will run June 11 to July 19 this year. It is being co-hosted by Canada, Mexico, and the United States. How likely are you to watch any of the 2026 FIFA World Cup matches on TV or online? Base: Total (n=2,016)  
2018: If Canada co-hosted the 2026 FIFA World Cup with the U.S. and Mexico, how likely would be to watch and any of the soccer/football matches? Base: Total (n=1,207).

# Interest in Canada-Hosted World Cup Hasn't Faded Over Time

- In 2018, 42% of Canadians said they would watch if Canada hosted — today, 40% say they plan to.

## Likelihood of Watching 2026 World Cup matches on TV/online if Canada Hosts

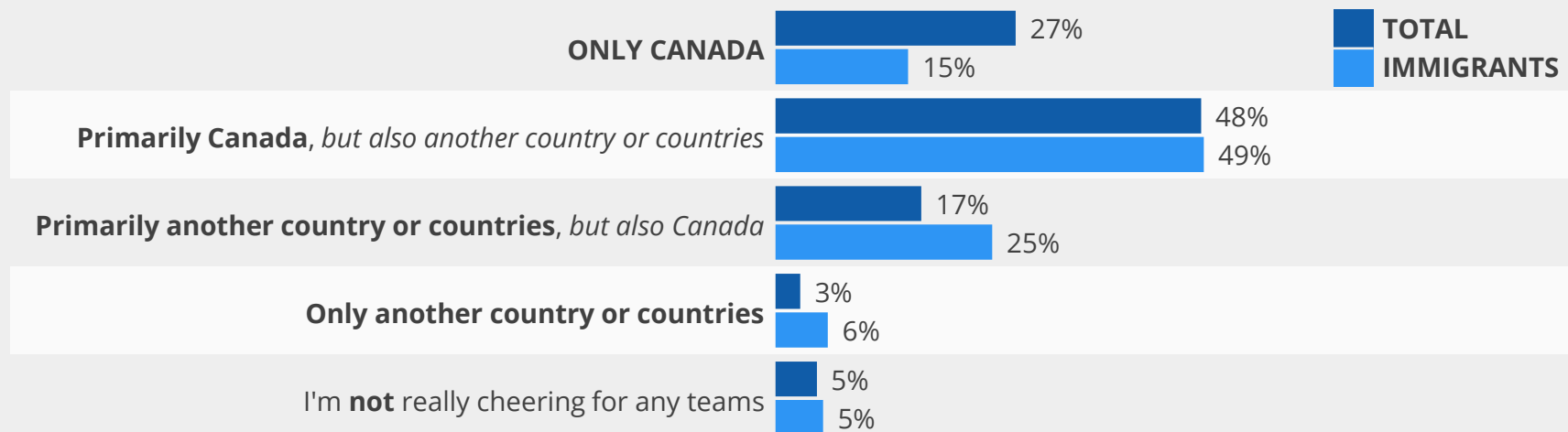


**Q** 2026: As you may know, the 2026 FIFA World Cup of soccer/football will run June 11 to July 19 this year. It is being co-hosted by Canada, Mexico, and the United States. How likely are you to watch any of the 2026 FIFA World Cup matches on TV or online? Base: Total (n=2,016)  
2018: How likely are you to watch any of the 2018 FIFA World Cup soccer/football matches, hosted in Russian in June/July 2018? Base: Total (n=1,207).

## Three Quarters Wave the Maple Leaf First, with Room for Another Flag

- 92% of those planning to watch the World Cup will cheer for Canada at least in part — 27% exclusively for Canada, 48% primarily for Canada alongside another team, and 17% for another country primarily but also for Canada.
- Immigrants are more than twice as likely to cheer primarily for another country (31%) compared to those born in Canada (13%), but almost two-thirds of immigrants (64%) still favour the Canadian team primarily.

### Teams Planning to Cheer For During the 2026 FIFA World Cup

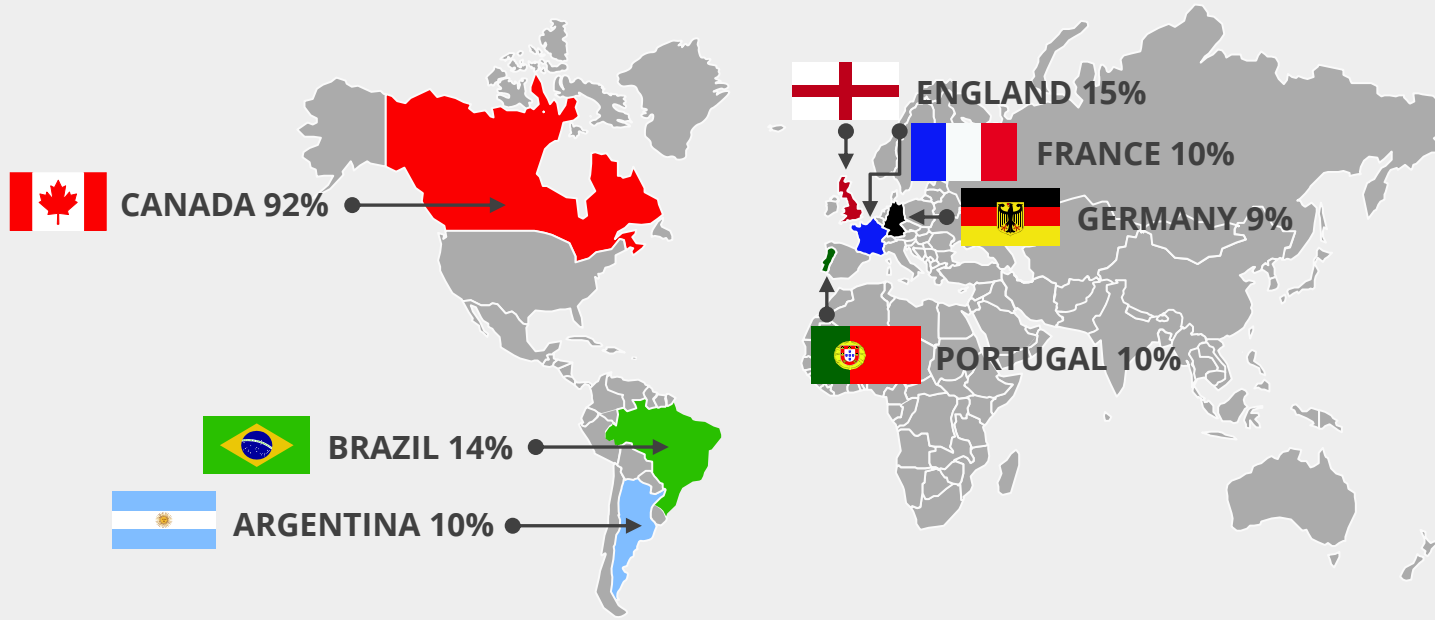


Which of the following best describes what teams you will be cheering for at the World Cup?

Base: [IF VERY LIKELY/SOMEWHAT LIKELY TO WATCH WORLD CUP] Total (n=822); Immigrants (n=295).

# Teams Planning to Cheer for During the World Cup

- France is the most popular team in Quebec, with 22% of Quebec World Cup watchers cheering for them.



Besides Canada, what other country or countries are you cheering for most in the World Cup?  
Base: Asked among those cheering for another country. Figures above are among all World Cup watchers (n=822)

# Who Canadians Back Beyond the Red and White:

Traditional powerhouses are most popular teams after Canada

## Countries with at least 2% of Canadians cheering for them

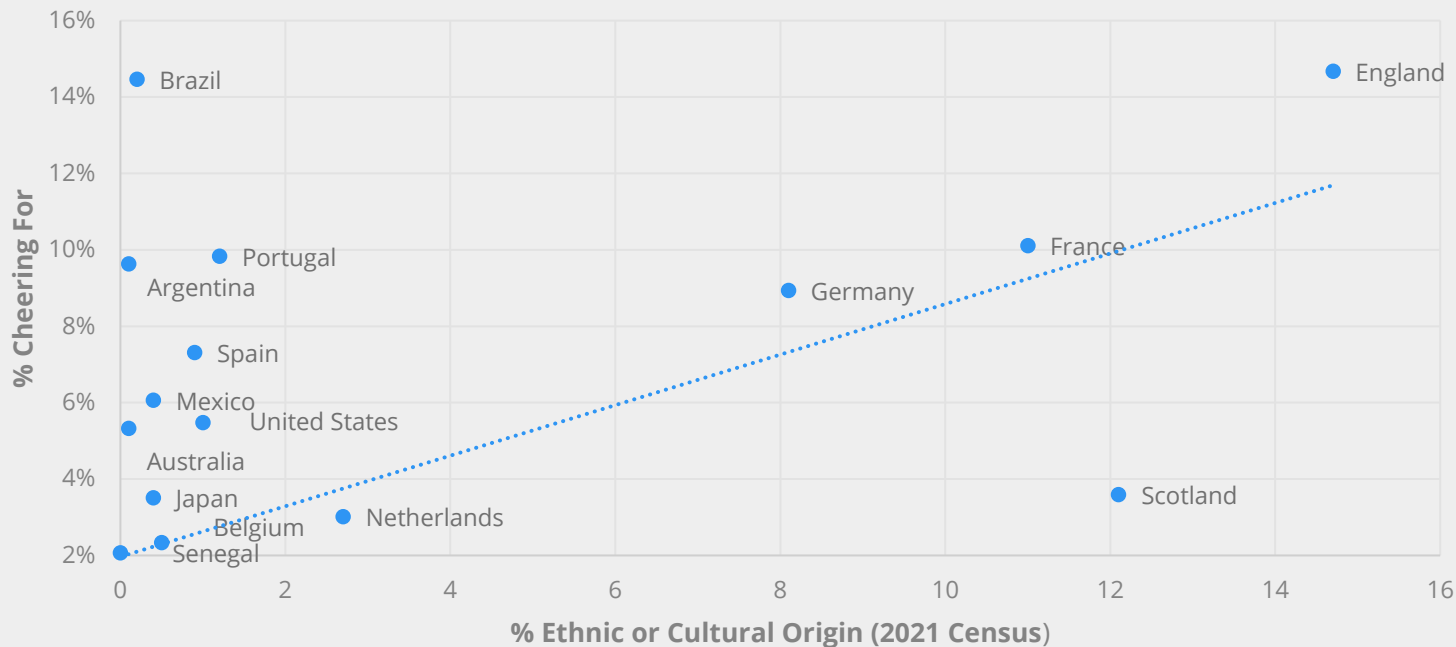
|           |     |               |    |             |    |
|-----------|-----|---------------|----|-------------|----|
| Canada    | 92% | Germany       | 9% | Japan       | 4% |
| England   | 15% | Spain         | 7% | Netherlands | 3% |
| Brazil    | 14% | Mexico        | 6% | Belgium     | 2% |
| France    | 10% | United States | 5% | Senegal     | 2% |
| Portugal  | 10% | Australia     | 5% | Austria     | 2% |
| Argentina | 10% | Scotland      | 4% | South Korea | 2% |



Besides Canada, what other country or countries are you cheering for most in the World Cup?  
Base: Asked among those cheering for another country. Figures above are among all World Cup watchers (n=822)

## Do we Cheer for our Backgrounds?

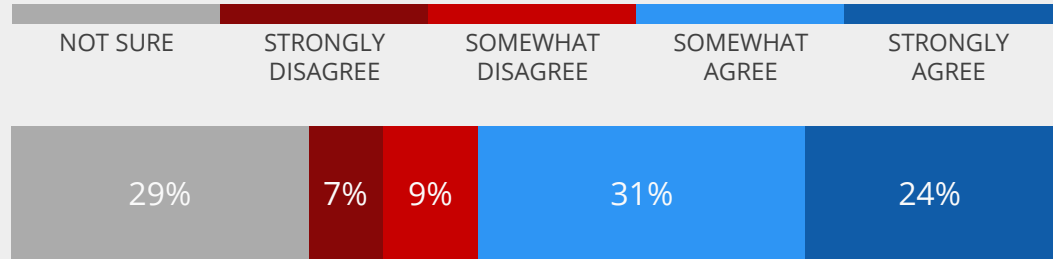
- There is a 57% correlation between the proportion of Canadians from a national background and the proportion of Canadians cheering for that country at this year's World Cup.
- The teams that most over-perform their expected fan bases are Argentina (96x), Brazil (72x), Australia (53x), and Mexico (15x).



# A Nation of Believers: Majority expect Canada to win at least one game

- 55% of Canadians expect the national team to win at least one match at the 2026 World Cup.
- Men (59%) are slightly more confident than women (52%). Young people (18-34) are more optimistic (61%) than seniors (51%).
- British Columbians are the most confident (63%), with Quebecers the least likely to expect a win (43%).
- Immigrants (73%) show markedly higher expectations than Canadian-born respondents (51%).

## I Expect The Canadian Team To Win At Least One Game at the 2026 FIFA World Cup

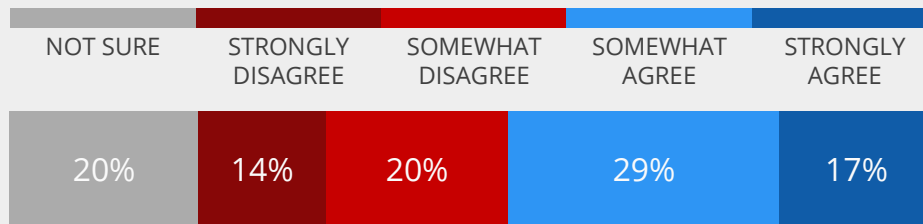


Thinking about the 2026 FIFA World Cup, do you agree or disagree with each of the following statements? I expect the Canadian team to win at least one game at the World Cup  
Base: Total (n=2,016).

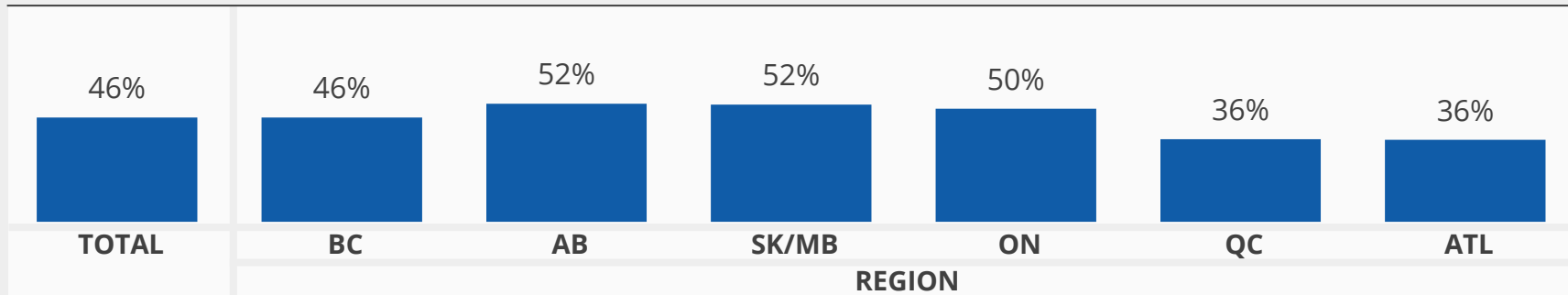
# The Economic Bet: Mixed views on economic impact of hosting

- Liberal voters see greater economic benefits (agree: 53% / disagree: 30%) than Conservative voters (46% / 38%).
- There is an expectation of economic benefit in the Greater Toronto Area (agree: 57% / disagree: 28%). Lower Mainland residents are less certain, but half still expect positive benefits (50% / 35%).

## I Expect Canada Will Gain More Economic & Financial Benefits From Hosting The World Cup Than It Will Cost Us



### TOTAL AGREE—By Region



**Q** Thinking about the 2026 FIFA World Cup, do you agree or disagree with each of the following statements? I expect Canada will gain more economic and financial benefits from hosting the World Cup than it will cost us  
 Base: Total (n=2,016).

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