



Report

Optimism surrounding the World Cup

A survey of Canadians

July 6, 2026



Methodology

This week, we conducted a survey of Canadians to explore their views and experiences related to the 2026 world Cup.

Method

Online survey among Canadian respondents 18 years of age or older. (**n= 1,505**)

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

When

Data collection from **July 3 to 6, 2026**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.53%**, (19 times out of 20).

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact one of the following people:

Sebastien Dallaire (sdallaire@leger360.com)
Executive Vice-President, Eastern Canada

Andrew Enns (aenns@leger360.com)
Executive Vice-President, Central Canada

Steve Mossop (smossop@leger360.com)
Executive Vice-President, Western Canada

Notes

A more detailed sample breakdown is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2025

LEGER POLL
Published on
April 26, 2025

OFFICIALS
RESULTS
2025 Canada
Federal Election

	43%	43.7%
	39%	41.3%
	8%	6.3%
	6%	6.3%
	2%	1.2%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

Key Highlights

Some of **the key highlights** of our survey...

Awareness of the 2026 FIFA World Cup is high: 89% of Canadians are aware that Canada, Mexico and the United States are hosting the games, compared to 69% in March 2026. Awareness is higher among Canadians aged 55+ (94%) and British Columbians (95%), and lower among those aged 18-34 (80%) and Quebecers (82%).

Many Canadians identify Toronto and Vancouver as Canadian host cities, but awareness of both cities is more limited: 71% identify Toronto and 65% identify Vancouver, while 55% know that both Canadian host cities are Vancouver and Toronto. Awareness is higher in the host provinces: Ontarians are more likely to identify Toronto (83%), while British Columbians are more likely to identify Vancouver (93%).

Most Canadians support Canada hosting the World Cup: 72% support Canada hosting the games, compared to 74% in March. Opposition stands at 16%, up 4 points since March. British Columbians (23%) and Canadians aged 55+ (21%) are more likely to oppose hosting.

One quarter of Canadians (25%) are following the World Cup closely, while 74% are following it only a little or not at all. Men (32%), those aged 18-34 (31%), Ontarians (31%) and British Columbians (28%) are more likely to be following closely.

Canadians are mainly engaging with the World Cup through news, social media and at-home viewing: 45% are following news or social media about the event, and 42% are watching games at home or at a friend or family member's home. Both activities are up 5 points since March.

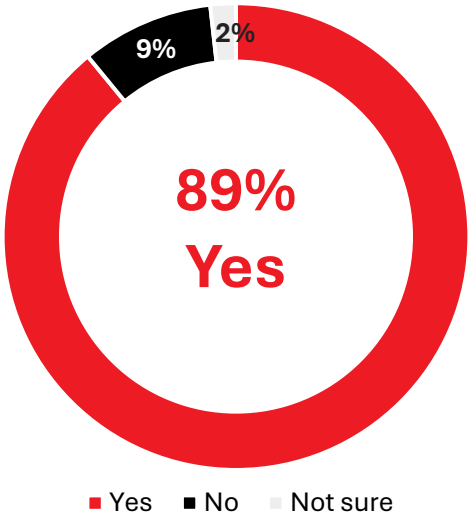
Concerns about hosting the World Cup are mainly focused on public spending: 63% of Canadians are concerned about the use of taxpayer funds or government spending, followed by traffic and transit congestion (49%).

Detailed results

Awareness of the 2026 FIFA World Cup in North America

Q1. Are you aware that Canada, Mexico and the United States are currently hosting the FIFA World Cup soccer games?

Base: All respondents (n=1,505)



	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 2026*	Gap
Weighted n=	1,505	101	347	583	97	167	209	734	771	401	484	619	1,639	
Unweighted n=	1,505	100	403	601	126	125	150	746	759	391	411	703	1,639	
Yes	89%	85%	82%	92%	87%	89%	95%	91%	87%	80%	91%	94%	69%	+20
No	9%	14%	14%	7%	12%	10%	5%	8%	10%	18%	8%	4%	27%	-18
Not sure	2%	1%	4%	1%	2%	1%	0%	1%	2%	2%	1%	2%	3%	-1

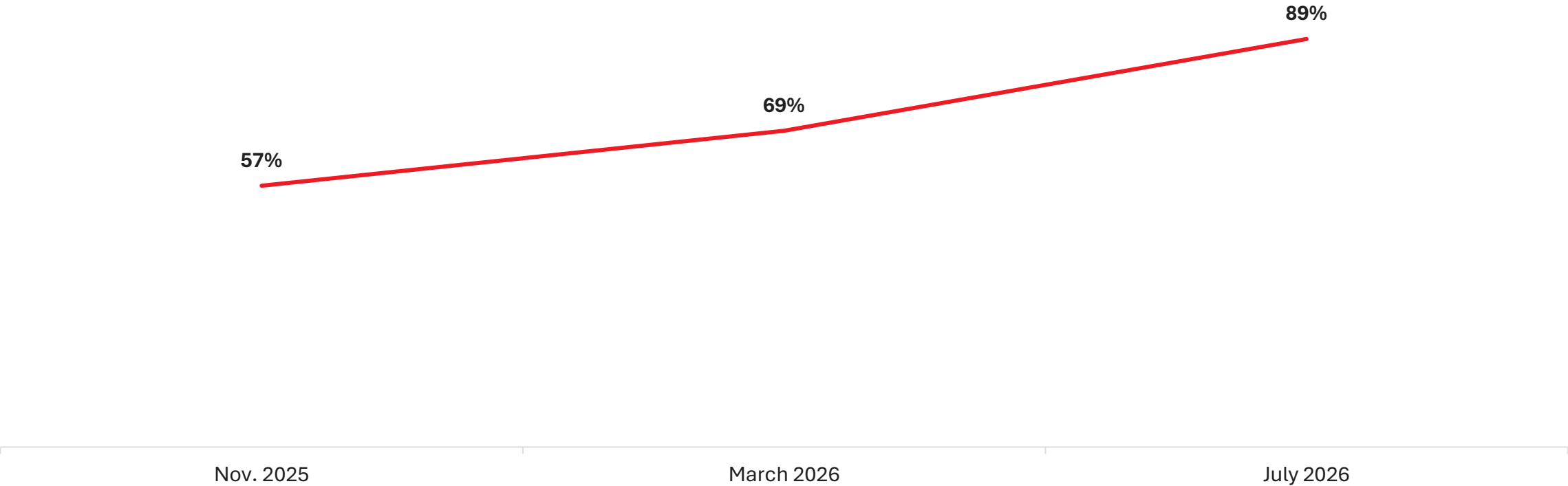
*In March 2026, the question was asked as follows: Are you aware that Canada, Mexico and the United States are hosting the upcoming FIFA World Cup soccer games in June/July of 2026?

Awareness of the 2026 FIFA World Cup in North America – Trended

Q1. Are you aware that Canada, Mexico and the United States are currently hosting the FIFA World Cup soccer games?

Base: All respondents

% Yes Presented

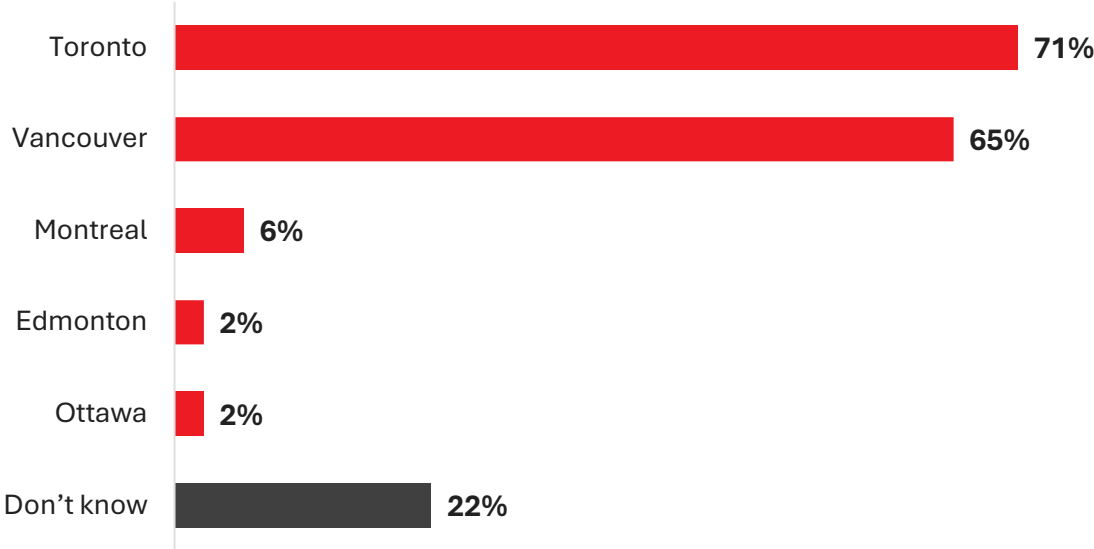


**In November 2025 and March 2026, the question was asked as follows: Are you aware that Canada, Mexico and the United States are hosting the upcoming FIFA World Cup soccer games in June/July of 2026?*

World Cup Host City Awareness

Q9. Which city or cities are hosting games in the World Cup? *Select all that apply from the list below**

Base: All respondents (n=1,505)



55% of Canadians know that the host cities in Canada are Vancouver **and** Toronto.

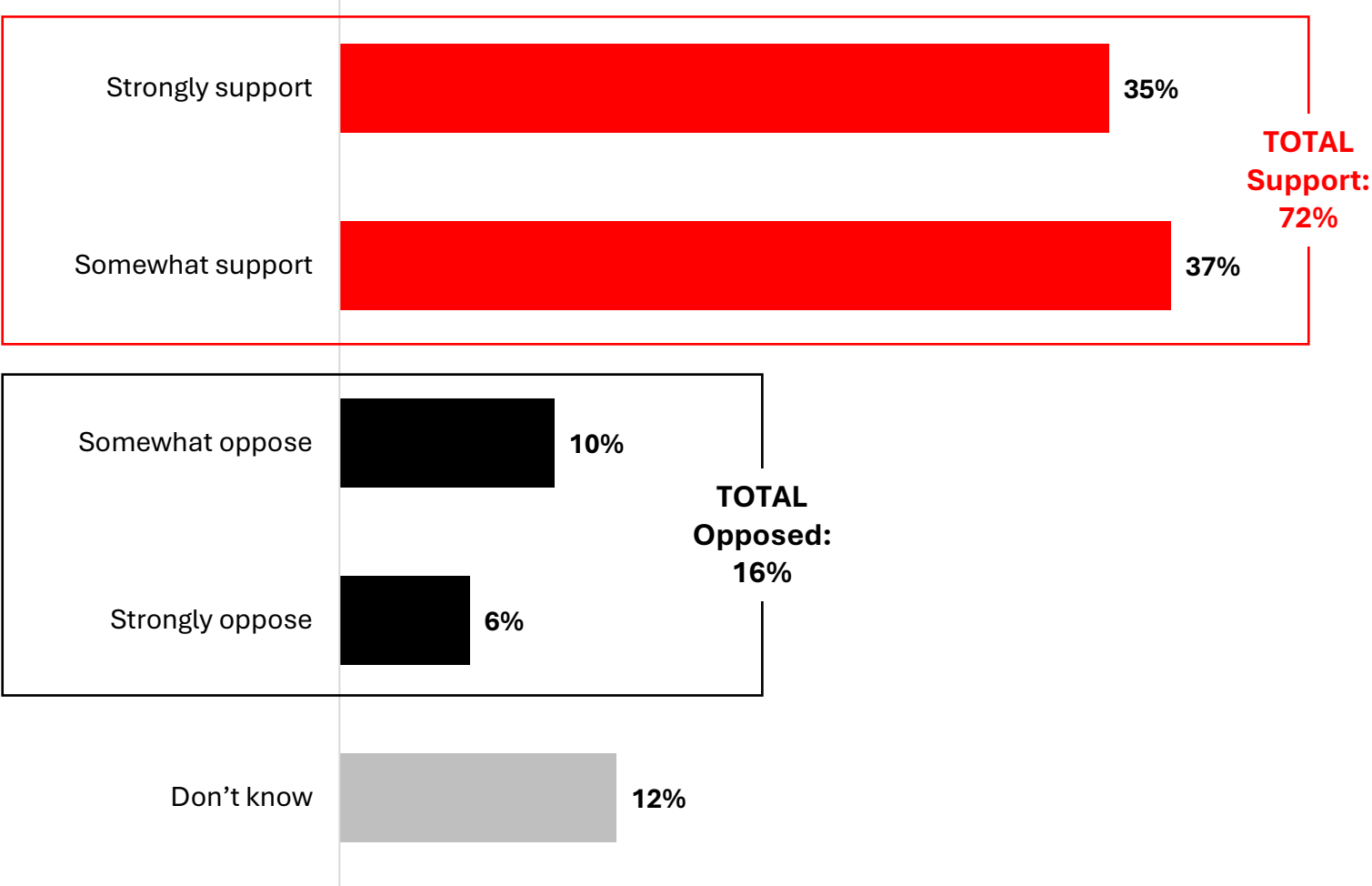
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Aware of the 2026 FIFA World Cup	
Weighted n=	1,505	101	347	583	97	167	209	734	771	401	484	619	1,340	138
Unweighted n=	1,505	100	403	601	126	125	150	746	759	391	411	703	1,360	115
Toronto	71%	55%	56%	83%	57%	66%	79%	77%	65%	67%	71%	74%	76%	29%
Vancouver	65%	52%	50%	69%	53%	69%	93%	73%	58%	55%	67%	71%	71%	21%
Montreal	6%	4%	9%	6%	8%	4%	3%	7%	5%	5%	5%	7%	6%	6%
Edmonton	2%	0%	3%	2%	5%	5%	1%	3%	2%	3%	3%	2%	3%	1%
Ottawa	2%	1%	3%	3%	1%	1%	2%	3%	2%	4%	3%	2%	2%	4%
Don't know	22%	38%	34%	15%	34%	25%	3%	17%	26%	23%	21%	21%	16%	61%

*Since respondents could give more than one answer, the total may exceed 100%.

Support for Hosting the 2026 FIFA World Cup (1/2)

Q2. Do you support or oppose Canada hosting the games?

Base: All respondents (n=1,505)



Support for Hosting the 2026 FIFA World Cup (2/2)

Q2. Do you support or oppose Canada hosting the games?

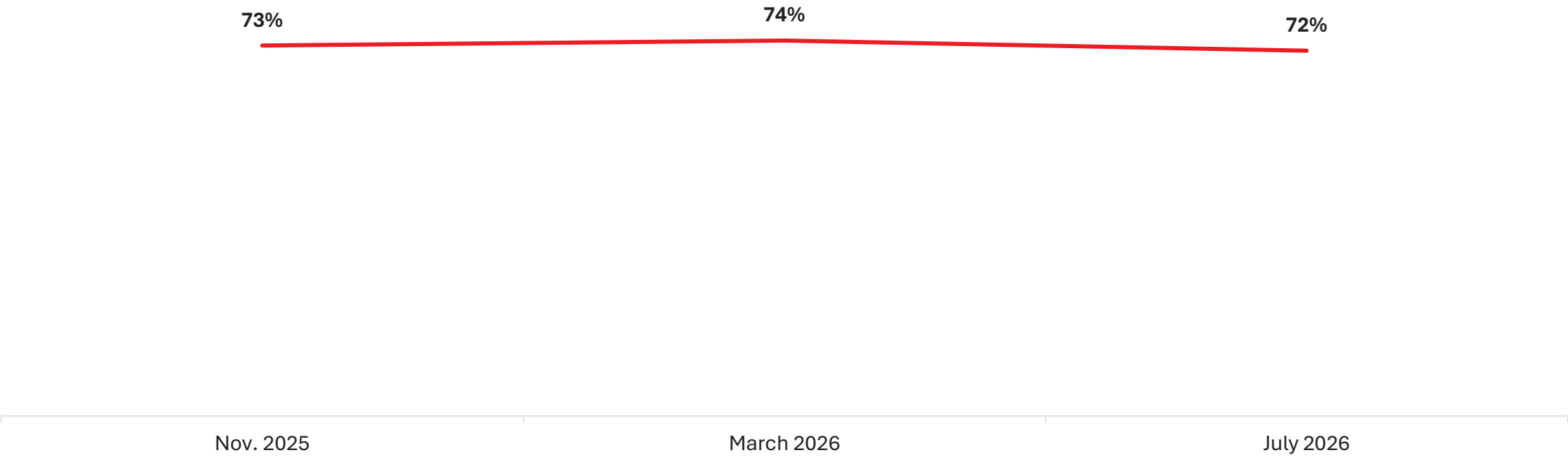
Base: All respondents (n=1,505)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 2026	Gap
Weighted n=	1,505	101	347	583	97	167	209	734	771	401	484	619	1,639	
Unweighted n=	1,505	100	403	601	126	125	150	746	759	391	411	703	1,639	
TOTAL SUPPORT	72%	71%	73%	76%	71%	63%	69%	71%	73%	75%	75%	68%	74%	-2
Strongly support	35%	40%	36%	36%	39%	34%	24%	33%	36%	35%	35%	34%	35%	-
Somewhat support	37%	31%	37%	39%	32%	28%	45%	38%	37%	40%	39%	34%	39%	-2
TOTAL OPPOSE	16%	13%	16%	14%	12%	14%	23%	19%	12%	10%	13%	21%	12%	+4
Somewhat opposed	10%	12%	11%	8%	6%	9%	13%	11%	9%	7%	9%	12%	6%	+4
Strongly opposed	6%	1%	5%	5%	7%	6%	10%	8%	3%	3%	5%	9%	6%	-
Don't know / Prefer not to answer	12%	16%	11%	11%	17%	23%	8%	10%	15%	15%	12%	11%	14%	-2

Support for Hosting the 2026 FIFA World Cup –Trended

Q2. Do you support or oppose Canada hosting the games?
Base: All respondents

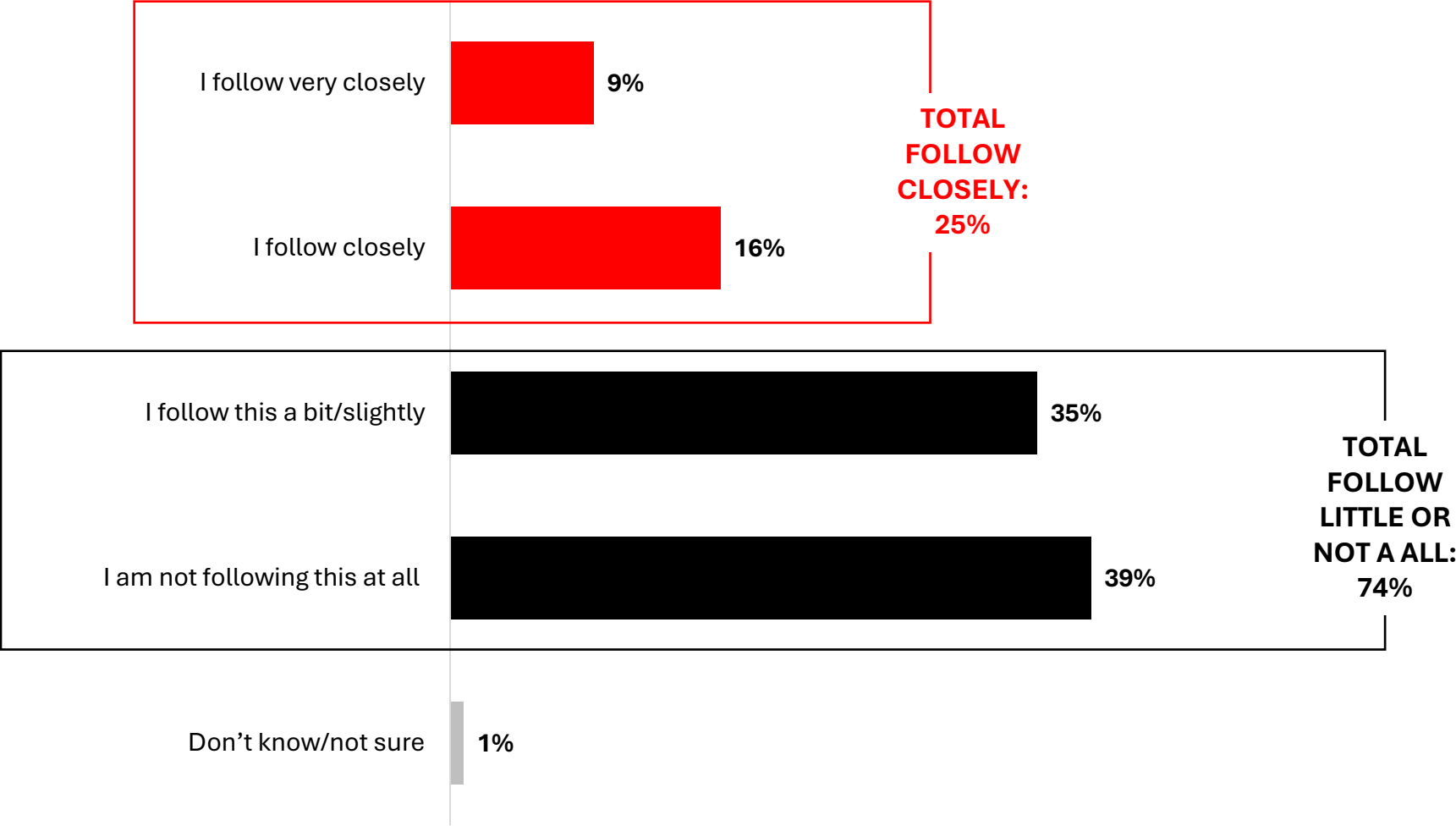
% Total Support Presented



How Closely People Follow the FIFA World Cup (1/2)

Q3. How closely are you following the FIFA World Cup?

Base: All respondents (n=1,505)



How Closely People Follow the FIFA World Cup (2/2)

Q3. How closely are you following the FIFA World Cup?

Base: All respondents (n=1,505)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 2026*	Gap
Weighted n=	1,505	101	347	583	97	167	209	734	771	401	484	619	1,639	
Unweighted n=	1,505	100	403	601	126	125	150	746	759	391	411	703	1,639	
TOTAL FOLLOW CLOSELY	25%	18%	22%	31%	17%	18%	28%	32%	18%	31%	28%	19%	27%	-2
I follow very closely	9%	3%	8%	12%	4%	8%	7%	11%	7%	12%	11%	5%	10%	-1
I follow closely	16%	16%	14%	19%	13%	10%	21%	22%	11%	20%	17%	14%	16%	-
TOTAL FOLLOW LITTLE OR NOT AT ALL	74%	80%	77%	69%	83%	82%	72%	67%	81%	66%	72%	81%	68%	+6
I follow this a bit/slightly	35%	39%	26%	38%	43%	36%	38%	36%	35%	37%	28%	41%	30%	+5
I am not following this at all	39%	41%	51%	30%	40%	45%	34%	31%	46%	30%	44%	40%	38%	+1
Don't know / Prefer not to answer	1%	2%	1%	1%	1%	1%	0%	1%	1%	2%	1%	0%	5%	-4

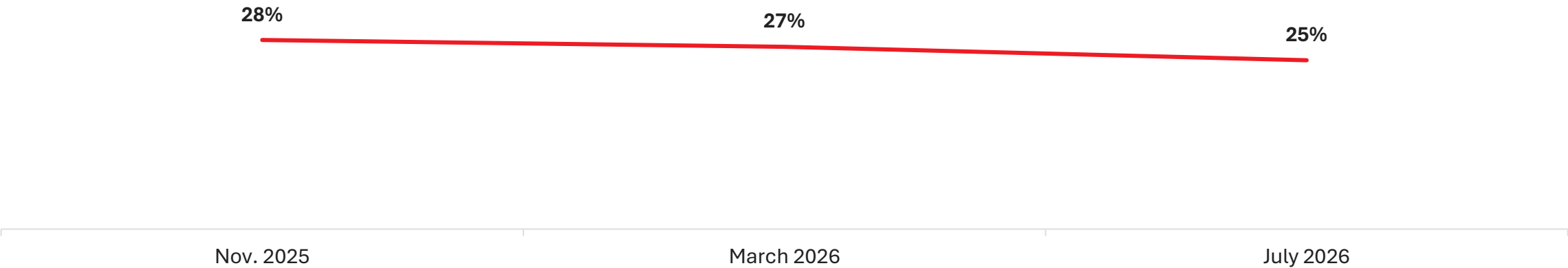
*In March 2026, the question was asked as follows: How closely will you be following the upcoming FIFA World Cup when it comes to Canada, Mexico or the United States in June of 2026?

How Closely People Follow the FIFA World Cup – Trended

Q3. How closely are you following the FIFA World Cup?

Base: All respondents

% Total Follow Closely Presented



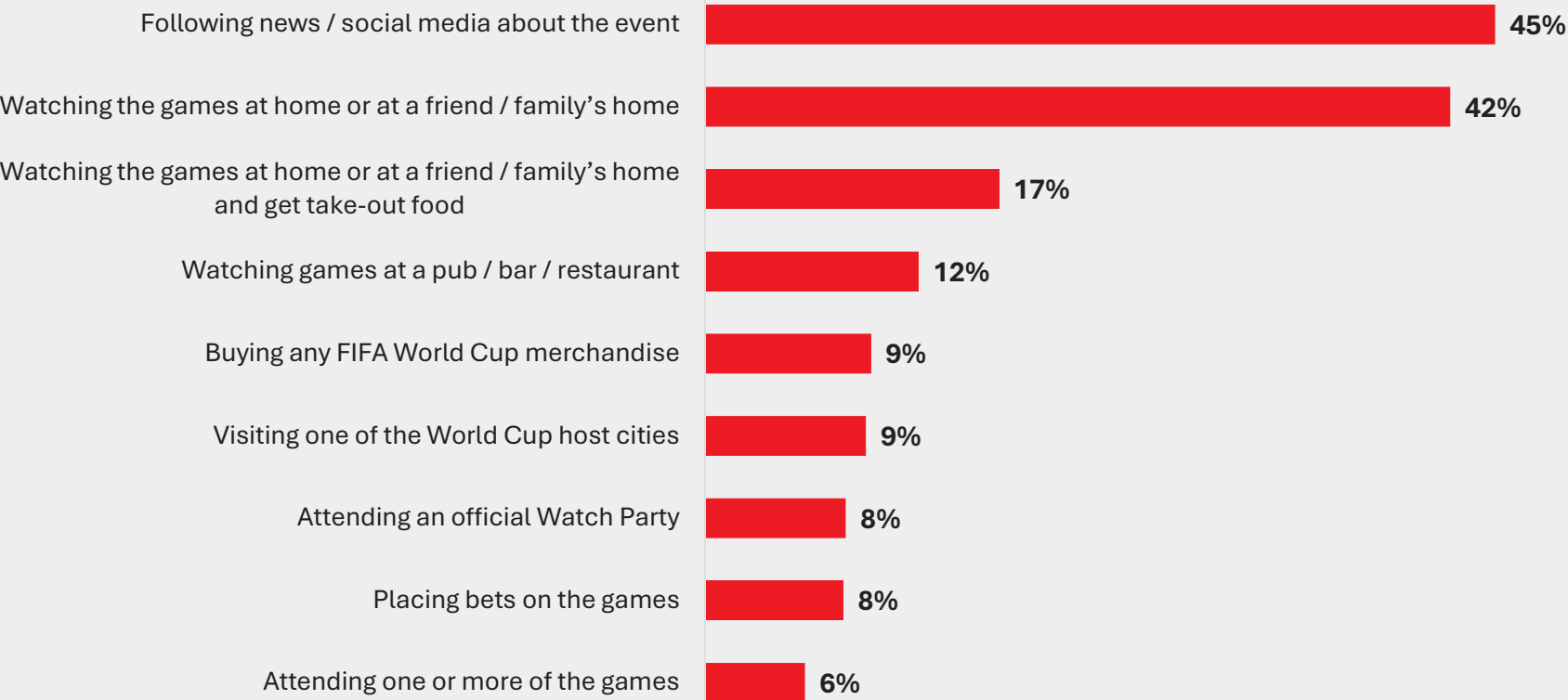
**In November 2025 and March 2026, the question was asked as follows: How closely will you be following the upcoming FIFA World Cup when it comes to Canada, Mexico or the United States in June of 2026?*

Actions Taken for the 2026 FIFA World Cup (1/2)

Q4. For the FIFA World Cup, are you...

Base: All respondents (n=1,505)

% YES presented



Actions Taken for the 2026 FIFA World Cup (2/2)

Q4. For the FIFA World Cup, are you...

Base: All respondents (n=1,505)

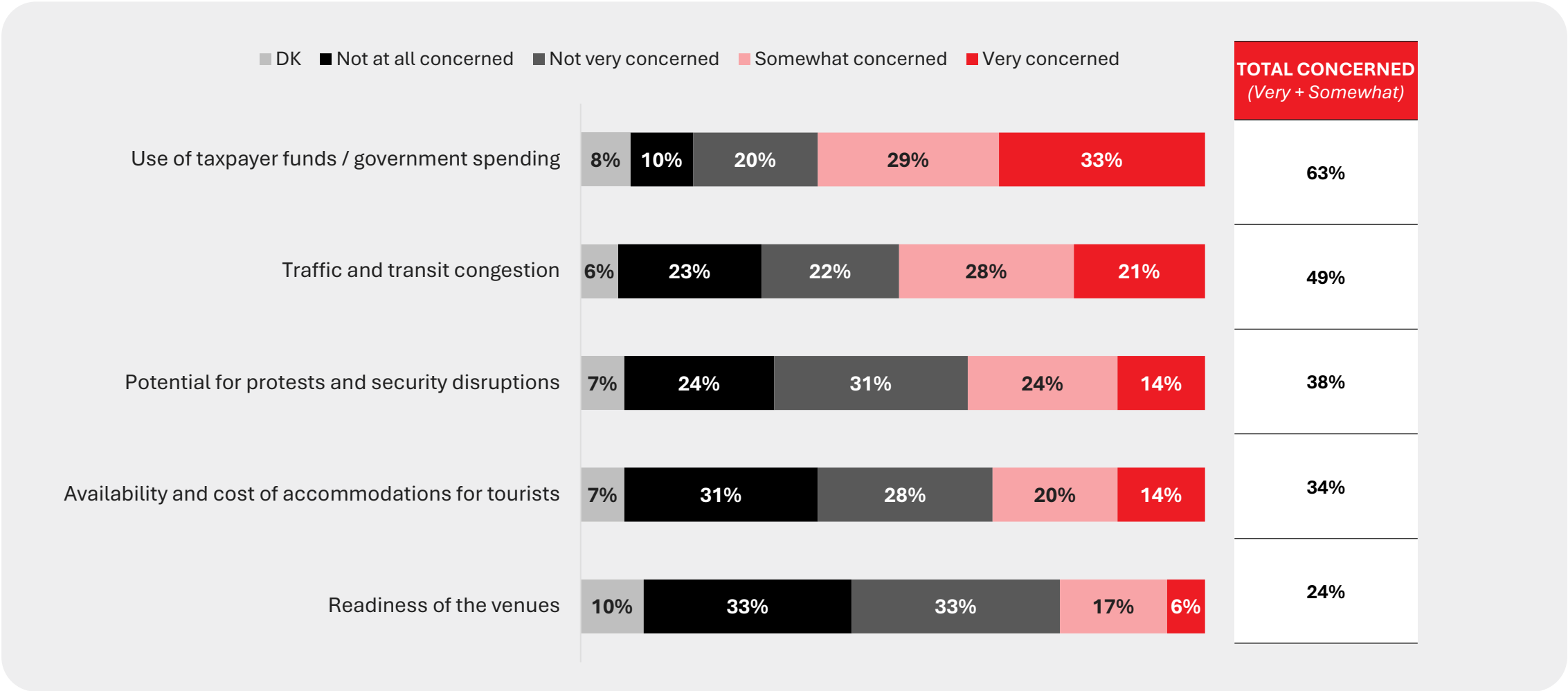
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 2026*	Total November 2025*
Weighted n=	1,505	101	347	583	97	167	209	734	771	401	484	619	1,639	1,521
Unweighted n=	1,505	100	403	601	126	125	150	746	759	391	411	703	1,639	1,521
Following news / social media about the event	45%	41%	34%	52%	43%	36%	52%	49%	41%	48%	44%	43%	40%	46%
Watching the games at home or at a friend / family's home	42%	35%	35%	47%	38%	32%	52%	48%	37%	47%	41%	40%	37%	41%
Watching the games at home or at a friend / family's home and get take-out food	17%	10%	10%	18%	16%	22%	23%	21%	13%	29%	17%	8%	22%	25%
Watching games at a pub / bar / restaurant	12%	3%	9%	16%	10%	13%	10%	15%	9%	21%	15%	4%	13%	14%
Buying any FIFA World Cup merchandise	9%	8%	6%	10%	14%	11%	10%	11%	8%	16%	12%	3%	9%	11%
Visiting one of the World Cup host cities	9%	4%	4%	10%	7%	8%	19%	12%	7%	17%	10%	3%	_*	_*
Attending an official Watch Party	8%	4%	4%	9%	6%	9%	15%	9%	7%	16%	9%	2%	_*	_*
Placing bets on the games	8%	1%	5%	11%	6%	8%	8%	12%	4%	14%	11%	1%	8%	8%
Attending one or more of the games	6%	2%	5%	6%	8%	3%	9%	7%	4%	11%	7%	2%	13%	8%

*In November 2025 and March 2026, the question was asked as follows: For the upcoming FIFA World Cup, have you, or do you plan to... / ** New items in June 2026

Public Concerns Related to Hosting of the 2026 World Cup (1/2)

Q8. In the context of the World Cup being held in Canada, how concerned are you personally about each of the following issues?

Base: All respondents (n=1,505)



Public Concerns Related to Hosting of the 2026 World Cup (2/2)

Q8. In the context of the World Cup being held in Canada, how concerned are you personally about each of the following issues?

Base: Canadian respondents (n=1,505)

% Total Concerned Presented	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Follow the World Cup closely	Follow the World Cup a little or not at all	Total March 2026*	Total November 2025*
Weighted n=	1,505	101	347	583	97	167	209	734	771	401	484	619	376	1,116	1,639	1,521
Unweighted n=	1,505	100	403	601	126	125	150	746	759	391	411	703	404	1,089	1,639	1,521
Use of taxpayer funds / government spending	63%	62%	61%	64%	58%	62%	67%	66%	60%	54%	63%	69%	59%	65%	65%	63%
Traffic and transit congestion	49%	47%	38%	57%	42%	41%	55%	47%	51%	55%	51%	43%	60%	46%	50%	50%
Potential for protests and security disruptions	38%	39%	28%	41%	53%	37%	41%	37%	40%	40%	37%	38%	48%	35%	48%	44%
Availability and cost of accommodations for tourists	34%	40%	26%	36%	37%	30%	44%	35%	34%	40%	33%	32%	48%	30%	33%	32%
Readiness of the venues	24%	20%	18%	27%	24%	21%	26%	26%	21%	32%	24%	18%	33%	21%	30%	32%

*In November 2025 and March 2026, the question was asked as follows: There have been a number of concerns raised about the readiness of Canada in hosting FIFA's World Cup in June in a number of different areas. How concerned are you personally about...

Respondent Profile

Respondent profiles

(Base n=1,505)

The table below presents the Canadian distribution of respondents before weighting.

Gender

	Unweighted	Weighted
Male	746	734
Female	759	771

Language (Mother Tongue)

	Unweighted	Weighted
French	348	297
English	1,026	1,077
Other	130	131

Age

	Unweighted	Weighted
18 to 34	391	401
35 to 54	411	484
55+	703	619

Province

	Unweighted	Weighted
British Columbia	150	209
Alberta	125	167
Manitoba/Saskatchewan	126	97
Ontario	601	583
Quebec	403	347
Atlantic	100	101

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

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Online community management

Leger Digital

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employees

185
consultants

8
offices

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