

Leger

In partnership with



Report

FIFA World Cup

Canada-United States-Mexico

November 2025



Methodology

This week, we conducted a special poll of Canadians, Americans and Mexicans to explore their views on the upcoming 2026 FIFA World Cup.

Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,521** / American sample: **n= 1,016** Mexican sample: **n=600**). Respondents had the option of completing the survey in French, English and Spanish and were randomly recruited using LEO's online panel in Canada and the USA, and our partner Brain research for Mexico.

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, according to **age, gender, region, education, ethnicity, and number of people in the household** in order to ensure a representative sample of the American population, and according to **age, gender, region, education, and presence of children in the household** in order to ensure a representative sample of the Mexican population.

When

Data collection from **November 14 to November 16, 2025**, for Canada, the United States, and Mexico.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.5%**, (19 times out of 20) for the Canadian sample, **±3.08%**, (19 times out of 20) for the American sample, sample and **±4%**, (19 times out of 20) for the Mexican sample.

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 Steve Mossop, Executive Vice-President, Western Canada at the following e-mail address: smossop@leger360.com or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com.

➔ Notes

A more detailed methodology is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2021

LEGER POLL
Published on
September 18, 2021

OFFICIALS RESULTS
2021 Canada
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

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 Results

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

- **Awareness of the upcoming FIFA World Cup is highest among Mexican respondents (86%),** followed by Canadians (57%) and Americans (44%).
- **A large majority of Mexicans support their country hosting the games (91%),** compared to 73% of Canadians and 69% of Americans.
- **Three-quarters of Mexican respondents (78%) say they will follow the World Cup very closely or closely.** This proportion is around a quarter among Canadians (28%) and Americans (26%).
- **In each country, respondents say they will cheer for their own national team.** Support is strongest in Mexico, where 80% plan to cheer for the Mexican team, compared to 67% of Canadians cheering for Team Canada and 58% of Americans cheering for Team USA.
- **Mexicans stand out clearly from Canadians and Americans. They are much more likely to plan to actively engage with the event** by following the news (84%), watching the games at home or at a friend's place (88%), buying merchandise (57%) or even attending matches in person (49%). In contrast, Canadians and Americans expect to participate more modestly, with less than half following news related to the World Cup.
- **Concerns about hosting the 2026 World Cup are also higher among Mexicans,** particularly regarding traffic congestion (69%) and potential protests or security issues (69%). **Canadians are most worried about the use of taxpayer funds and government spending (63%),** while **Americans show slightly lower concern levels** across all areas, especially regarding venue readiness (32%).

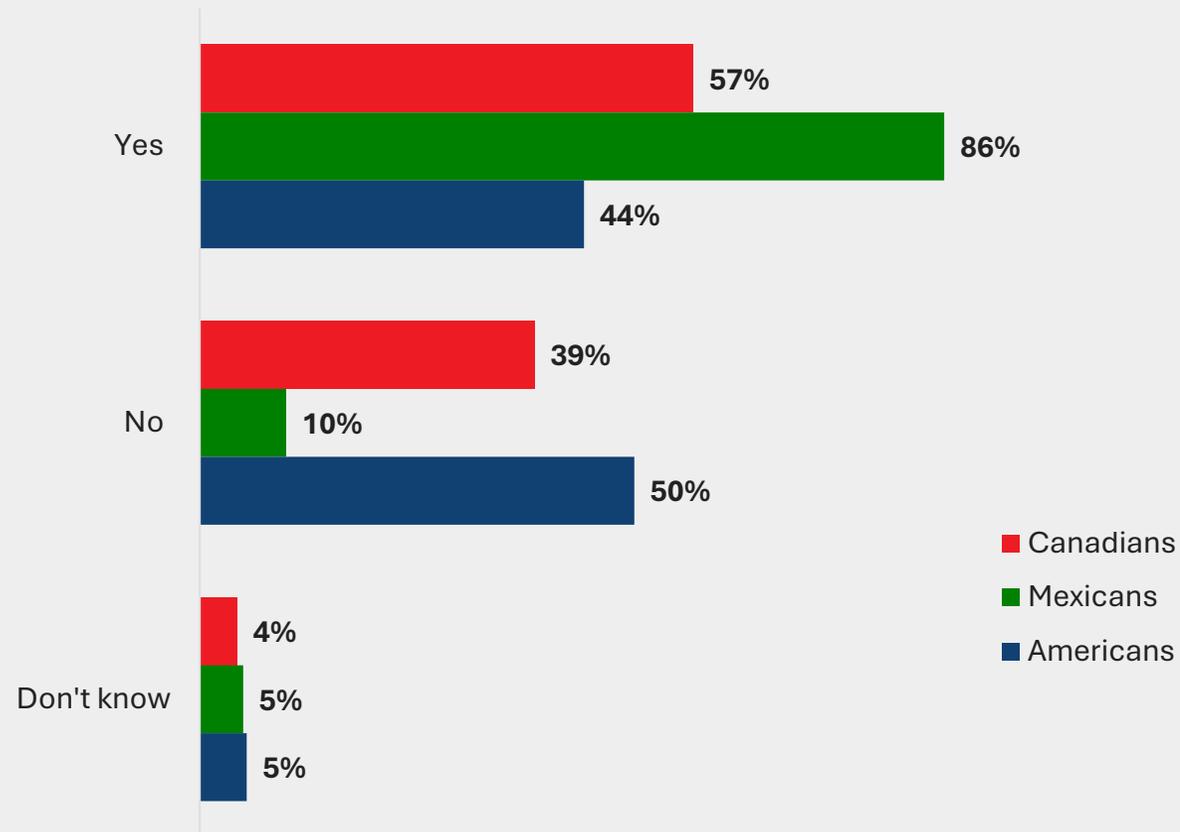
Detailed Results



Awareness of the 2026 FIFA World Cup in North America

Q1. Are you aware that Canada, Mexico and the United States are hosting the upcoming FIFA World Cup soccer games in June/July of 2026?

Base: Canadian respondents (n=1,521) / American respondents (n=1,016) / Mexican respondents (n=600)





Awareness of the 2026 FIFA World Cup in North America

Q1. Are you aware that Canada, Mexico and the United States are hosting the upcoming FIFA World Cup soccer games in June/July of 2026?

Base: Canadian respondents (n=1,521) / American respondents (n=1,016) / Mexican respondents (n=600)

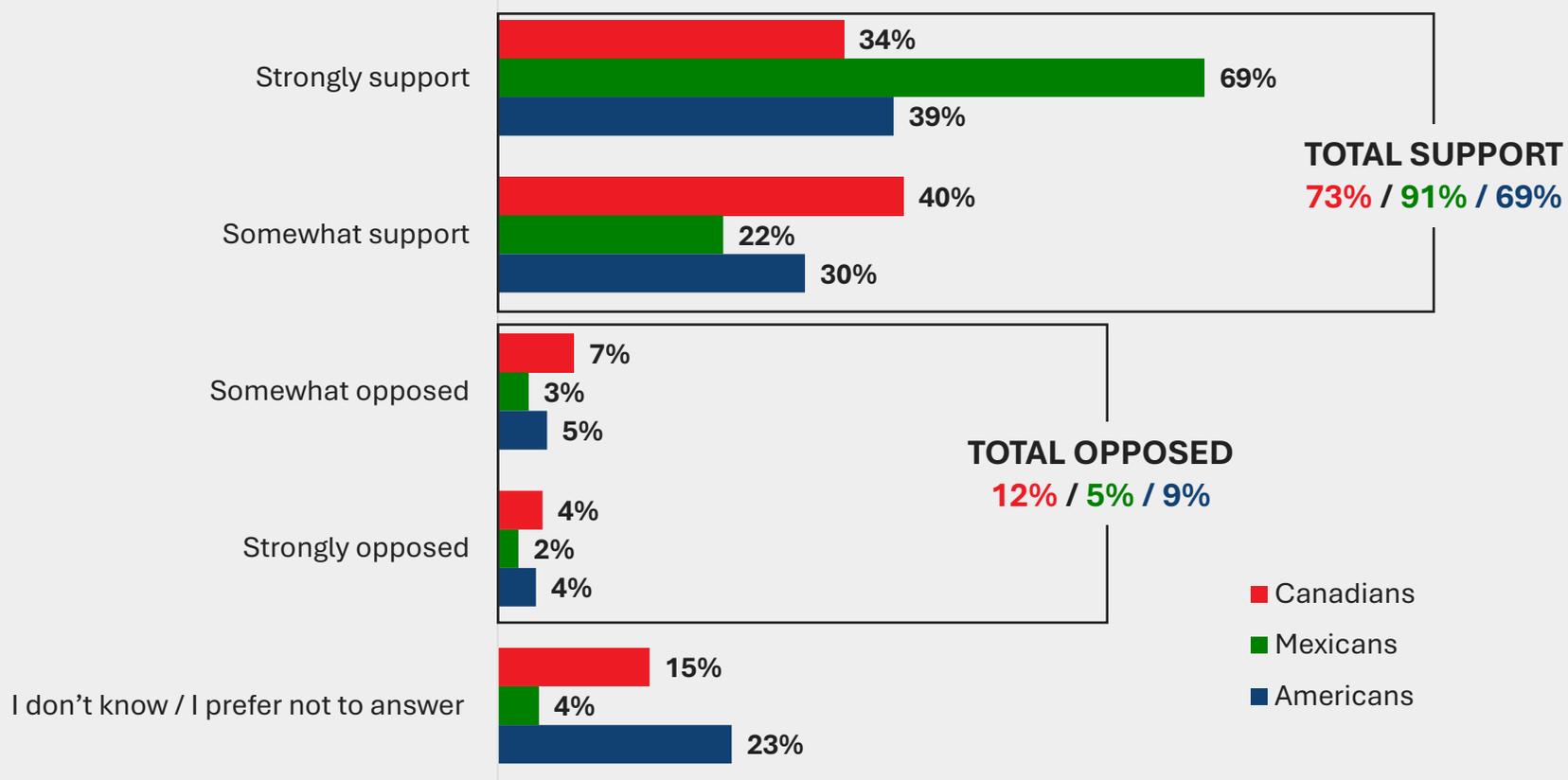
	 Total CANADA	 Total USA	 Total MEXICO
Weighted n=	1,521	1,016	600
Unweighted n=	1,521	1,016	600
Yes	57%	44%	86%
No	39%	50%	10%
Don't know	4%	5%	5%



Support for Hosting the 2026 FIFA World Cup

Q2. Do you support or oppose your country hosting the games?

Base: Canadian respondents (n=1,521) / American respondents (n=1,016) / Mexican respondents (n=600)





Support for Hosting the 2026 FIFA World Cup

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Base: Canadian respondents (n=1,521) / American respondents (n=1,016) / Mexican respondents (n=600)

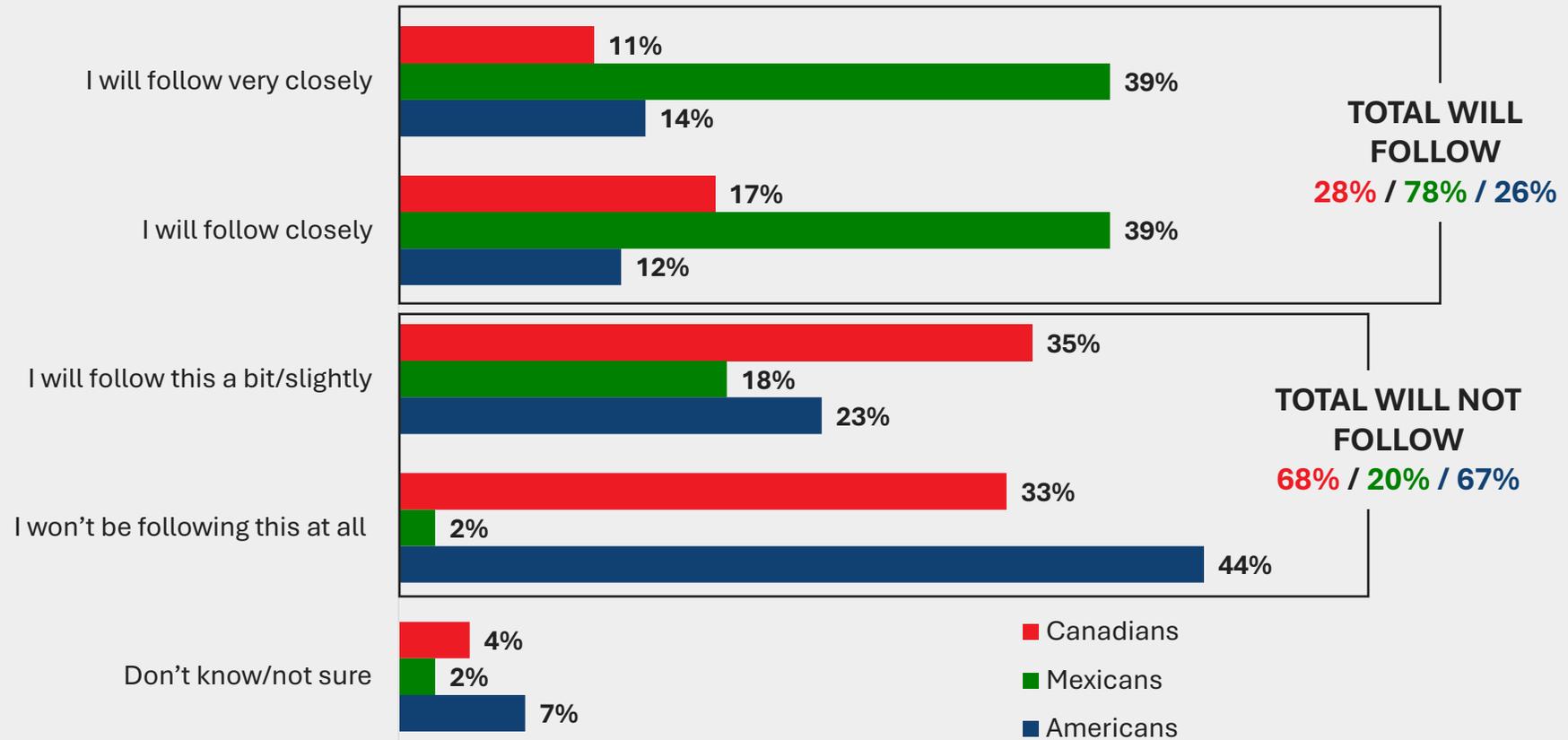
	 Total CANADA	 Total USA	 Total MEXICO
<i>Weighted n=</i>	1,521	1,016	600
<i>Unweighted n=</i>	1,521	1,016	600
TOTAL SUPPORT	73%	69%	91%
Strongly support	34%	39%	69%
Somewhat support	40%	30%	22%
TOTAL OPPOSE	12%	9%	5%
Somewhat opposed	7%	5%	3%
Strongly opposed	4%	4%	2%
Don't know / Prefer not to answer	15%	23%	4%



How Closely People Will Follow the FIFA World Cup

Q3. How closely will you be following the upcoming FIFA World Cup when it comes to Canada/Mexico/the United States in June of 2026?

Base: Canadian respondents (n=1,521) / American respondents (n=1,016) / Mexican respondents (n=600)





How Closely People Will Follow the FIFA World Cup

Q3. How closely will you be following the upcoming FIFA World Cup when it comes to Canada/Mexico/the United States in June of 2026?

Base: Canadian respondents (n=1,521) / American respondents (n=1,016) / Mexican respondents (n=600)

	 Total CANADA	 Total USA	 Total MEXICO
<i>Weighted n=</i>	1,521	1,016	600
<i>Unweighted n=</i>	1,521	1,016	600
TOTAL WILL FOLLOW	28%	26%	78%
I will follow very closely	11%	14%	39%
I will follow closely	17%	12%	39%
TOTAL WILL NOT FOLLOW	68%	67%	20%
I will follow this a bit/slightly	35%	23%	18%
I won't be following this at all	33%	44%	2%
Don't know / Prefer not to answer	4%	7%	2%



Actions Taken or Planned Ahead of the 2026 FIFA World Cup

Q4. For the upcoming FIFA World Cup, have you, or do you plan to...

Base: Canadian respondents (n=1,521)

% YES presented

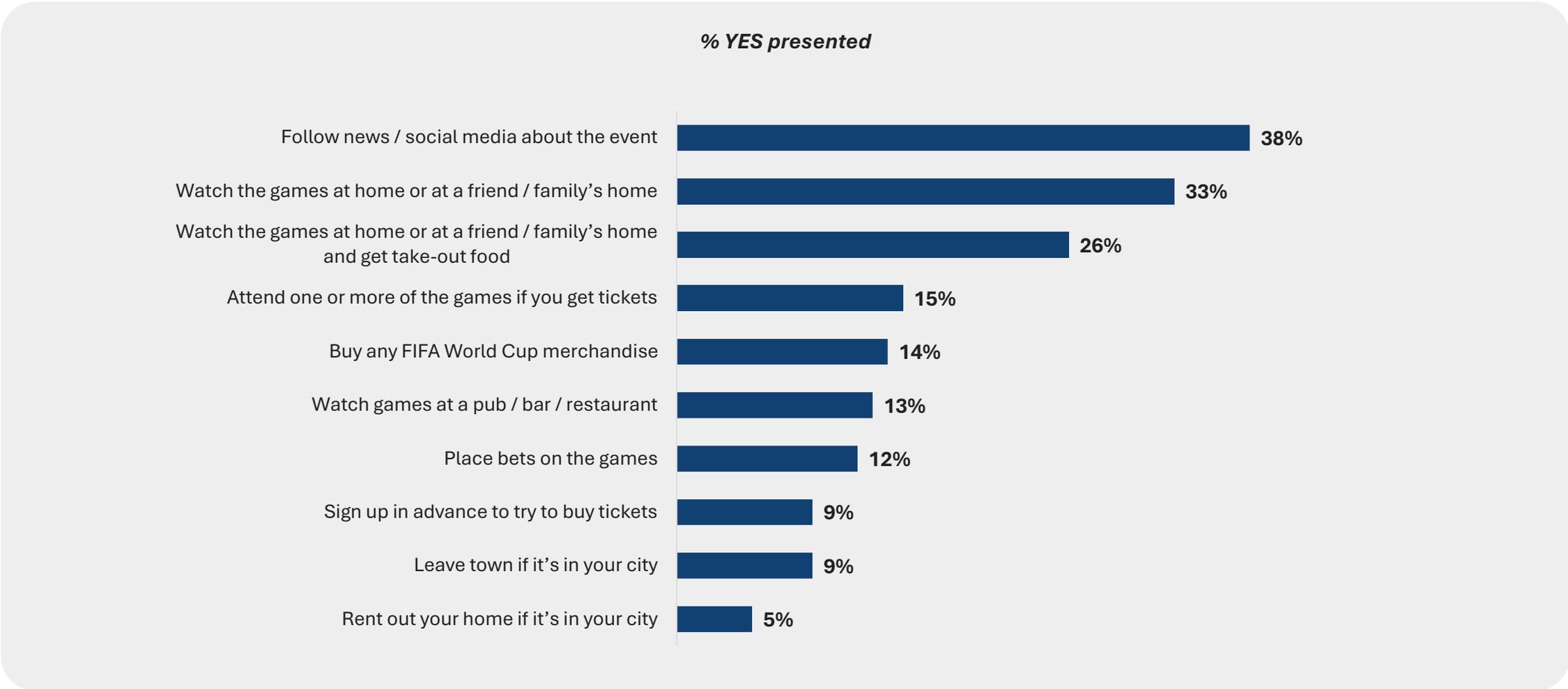




Actions Taken or Planned Ahead of the 2026 FIFA World Cup

Q4. For the upcoming FIFA World Cup, have you, or do you plan to...

Base: American respondents (n=1,016)

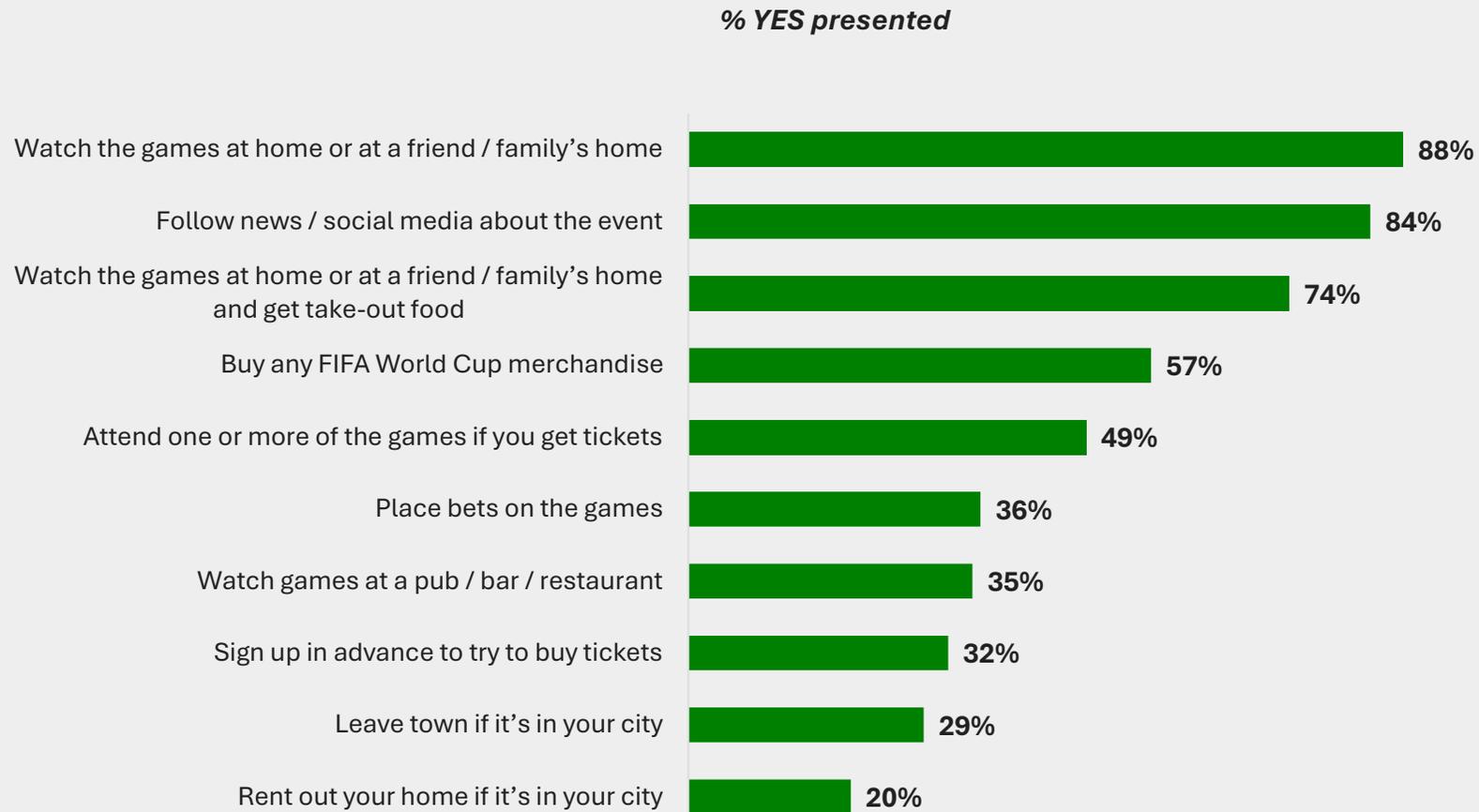




Actions Taken or Planned Ahead of the 2026 FIFA World Cup

Q4. For the upcoming FIFA World Cup, have you, or do you plan to...

Base: Mexican respondents (n=600)





Actions Taken or Planned Ahead of the 2026 FIFA World Cup

Q4. For the upcoming FIFA World Cup, have you, or do you plan to...

Base: Canadian respondents (n=1,521) / American respondents (n=1,016) / Mexican respondents (n=600)

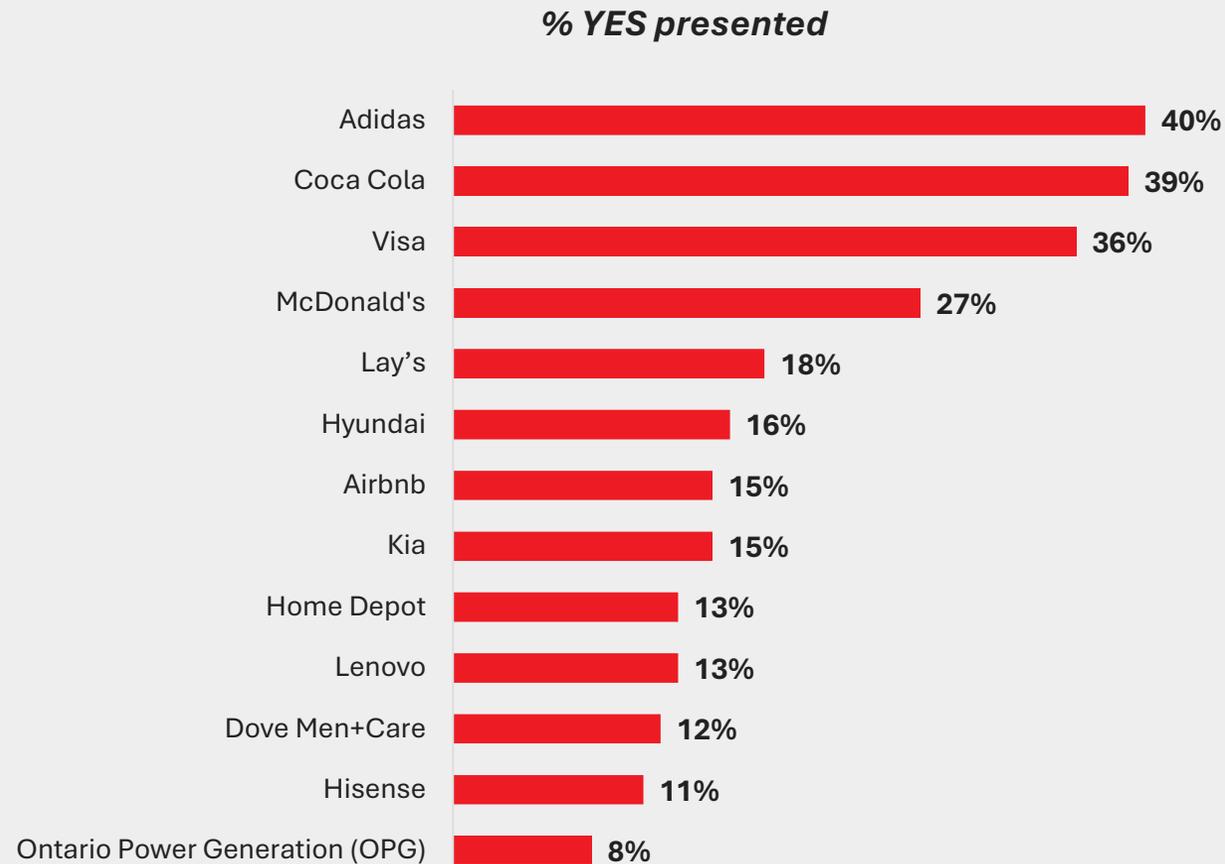
	 Total CANADA	 Total USA	 Total MEXICO
<i>Weighted n=</i>	1,521	1,016	600
<i>Unweighted n=</i>	1,521	1,016	600
Follow news / social media about the event	46%	38%	84%
Watch the games at home or at a friend / family's home	41%	33%	88%
Watch the games at home or at a friend / family's home and get take-out food	25%	26%	74%
Attend one or more of the games if you get tickets	16%	15%	49%
Watch games at a pub / bar / restaurant	14%	13%	35%
Buy any FIFA World Cup merchandise	11%	14%	57%
Sign up in advance to try to buy tickets	10%	9%	32%
Place bets on the games	8%	12%	36%
Leave town if it's in your city	8%	9%	29%
Rent out your home if it's in your city	5%	5%	20%



Awareness of Major World Cup Sponsors

Q5. To the best of your knowledge, are the following companies major sponsors of the FIFA World Cup in your country?

Base: Canadian respondents (n=1,521)



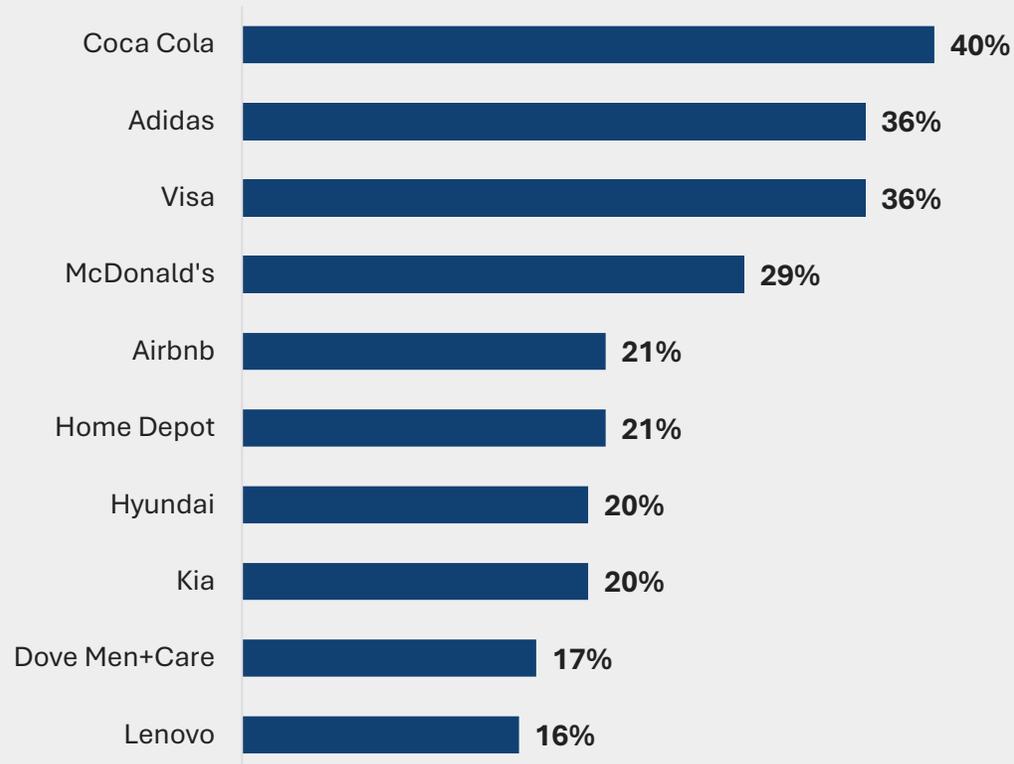


Awareness of Major World Cup Sponsors

Q5. To the best of your knowledge, are the following companies major sponsors of the FIFA World Cup in your country?

Base: American respondents (n=1,016)

% YES presented

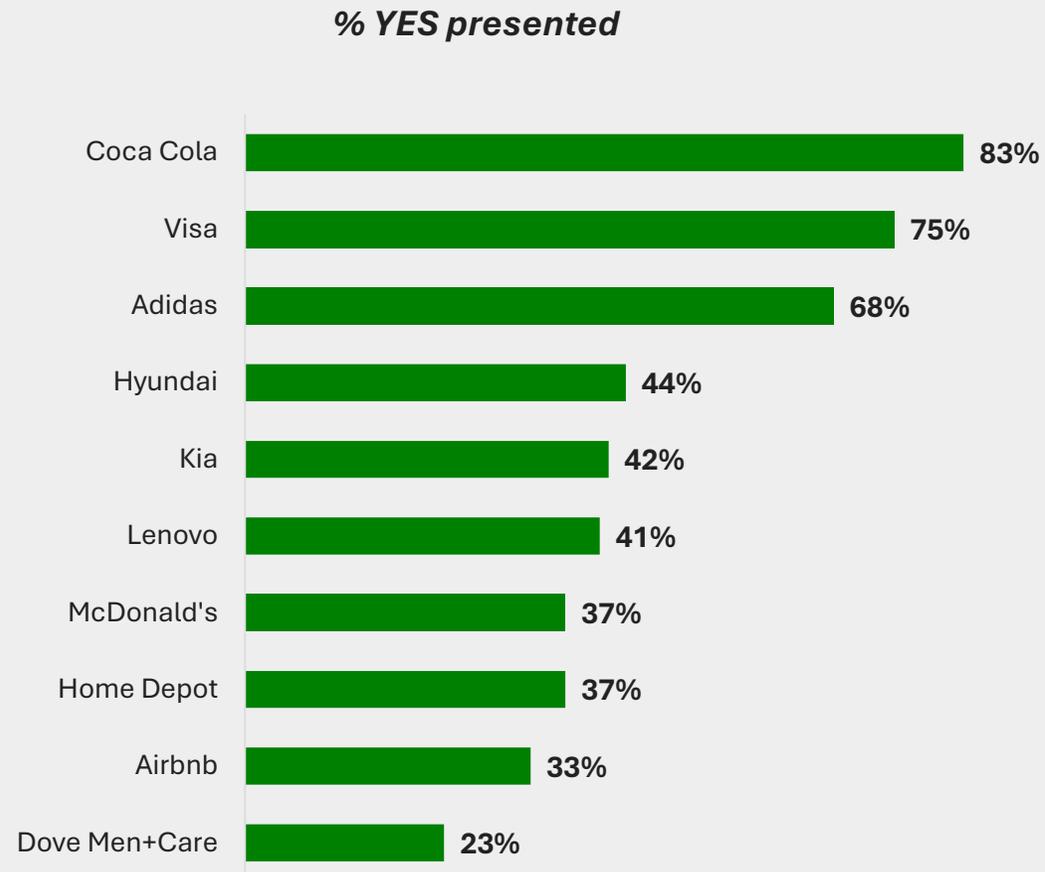




Awareness of Major World Cup Sponsors

Q5. To the best of your knowledge, are the following companies major sponsors of the FIFA World Cup in your country?

Base: Mexican respondents (n=600)





Awareness of Major World Cup Sponsors

Q5. To the best of your knowledge, are the following companies major sponsors of the FIFA World Cup in your country?

Base: Canadian respondents (n=1,521) / American respondents (n=1,016) / Mexican respondents (n=600)

			
	Total CANADA	Total USA	Total MEXICO
Weighted n=	1,521	1,016	600
Unweighted n=	1,521	1,016	600
Adidas	40%	36%	68%
Coca Cola	39%	40%	83%
Visa	36%	36%	75%
McDonald's	27%	29%	37%
Lay's	18%	-*	-*
Hyundai	16%	20%	44%
Airbnb	15%	21%	33%
Kia	15%	20%	42%
Home Depot	13%	21%	37%
Lenovo	13%	16%	41%
Dove Men+Care	12%	17%	23%
Hisense	11%	-*	-*
Ontario Power Generation (OPG)	8%	-*	-*

*Asked in Canada Only



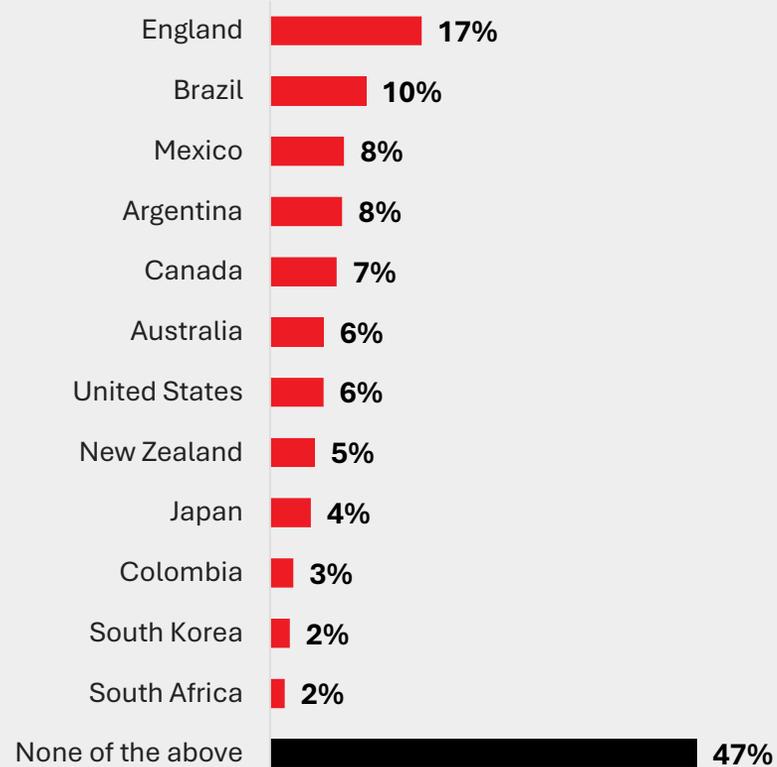
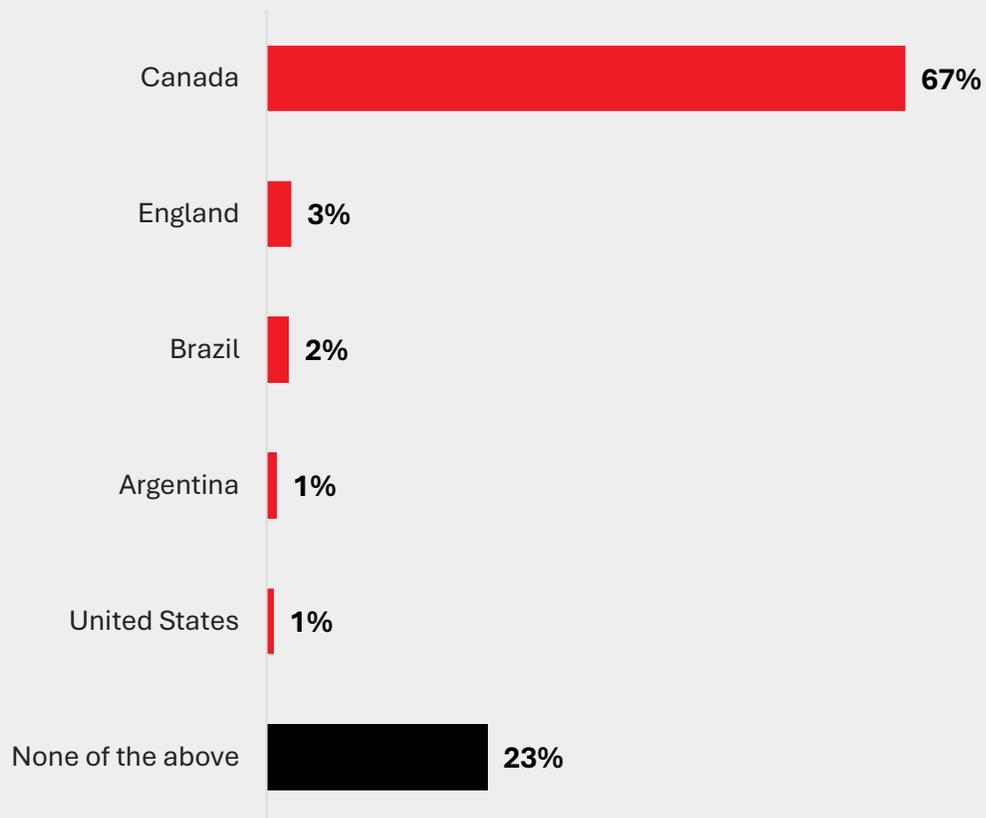
Countries Fans Are Supporting in the 2026 FIFA World Cup

Q6. Which one country are you cheering for the most?

Base: Canadian respondents (n=1,521)

Q7. Which one country are you cheering for the most? What other countries are you cheering for?*

Base: Canadian respondents who are cheering for a specific team (n=1,175)



*Countries mentioned by 1% of respondents or less are not shown in the chart.



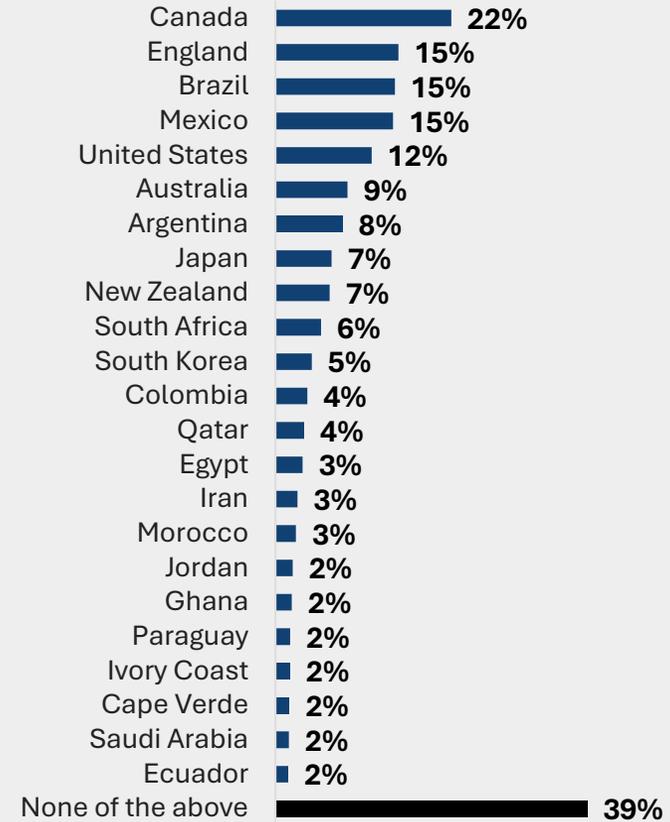
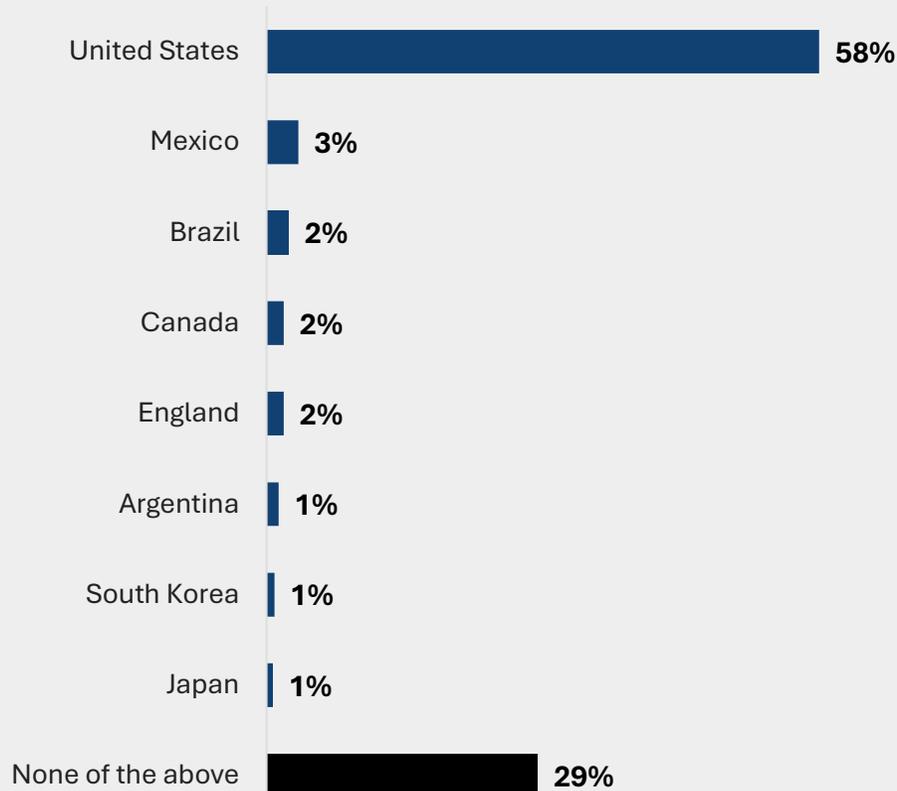
Countries Fans Are Supporting in the 2026 FIFA World Cup

Q6. Which one country are you cheering for the most?

Base: American respondents (n=1,016)

Q7. Which one country are you cheering for the most? What other countries are you cheering for?

Base: American respondents who are cheering for a specific team (n=732)



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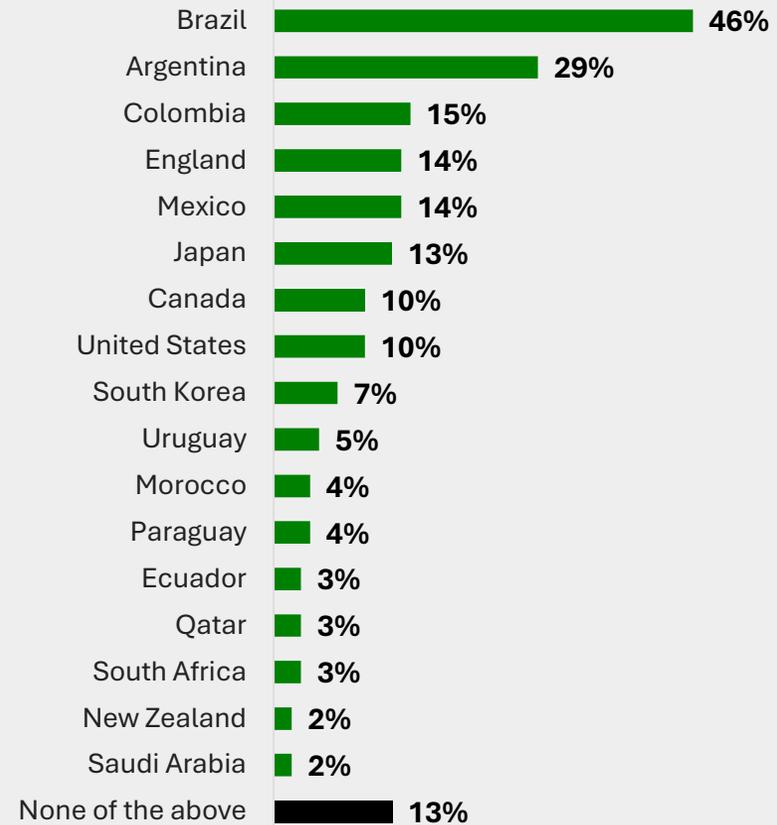
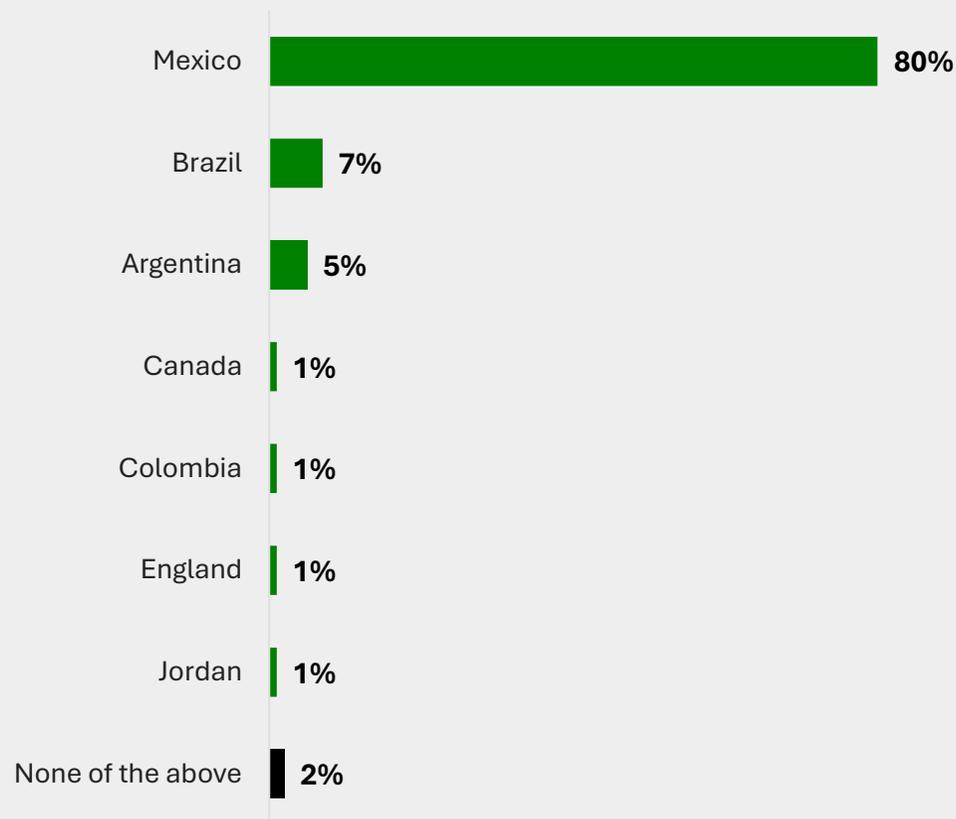
Countries Fans Are Supporting in the 2026 FIFA World Cup

Q6. Which one country are you cheering for the most?

Base: Mexican respondents (n=600)

Q7. Which one country are you cheering for the most? What other countries are you cheering for?

Base: Mexican respondents who are cheering for a specific team (n=587)



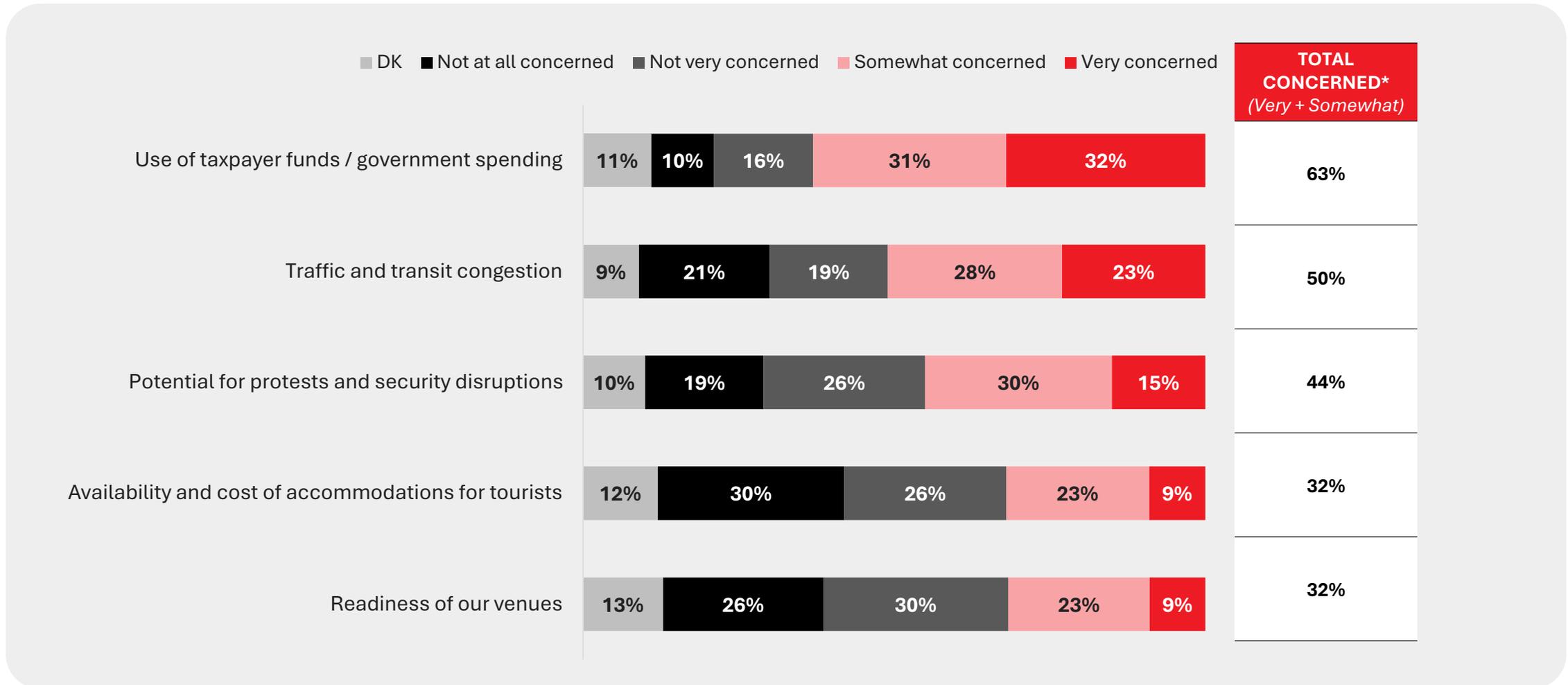
*Countries mentioned by 1% of respondents or less are not shown in the chart.



Public Concerns Related to Hosting of the 2026 World Cup

Q8. There have been a number of concerns raised about the readiness of Canada/Mexico/the United States in hosting FIFA's World Cup in June in a number of different areas. How concerned are you personally about...

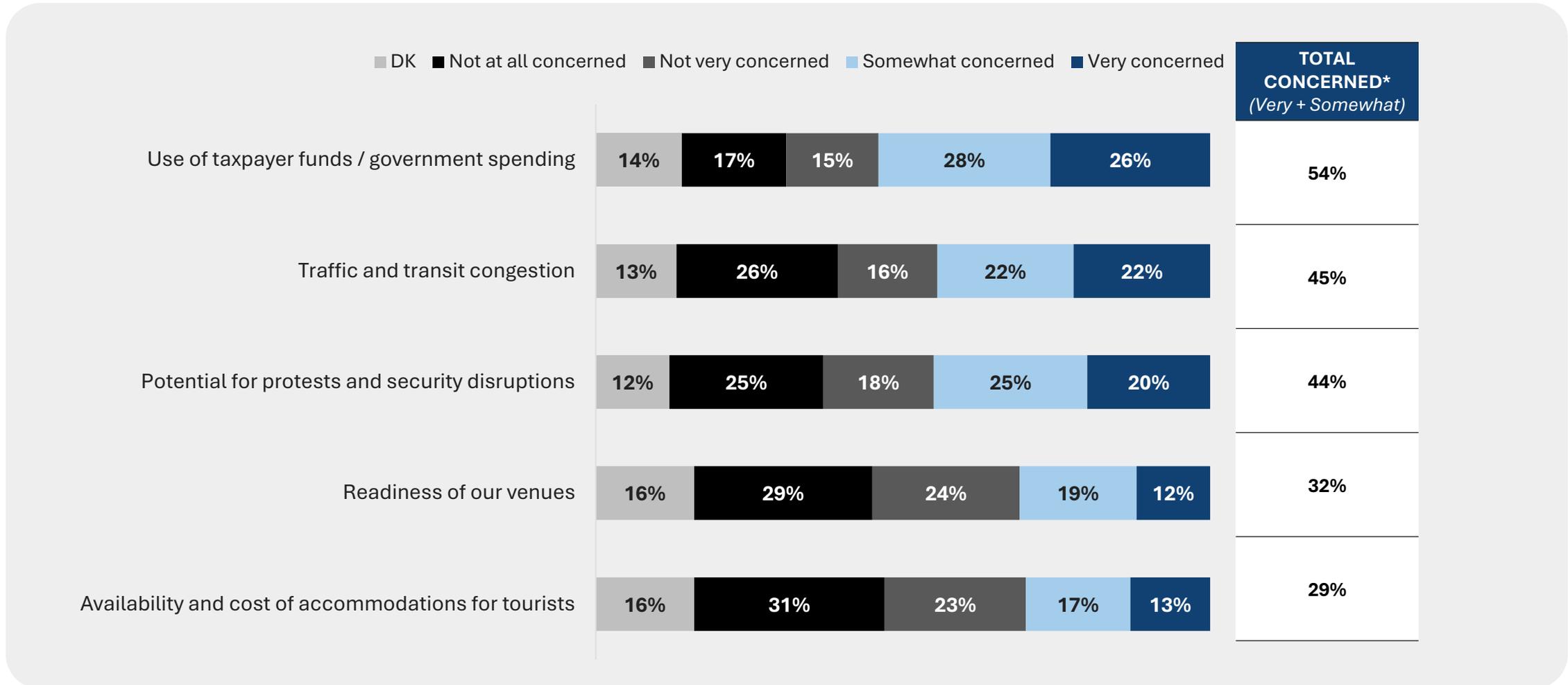
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Base: American respondents (n=1,016)

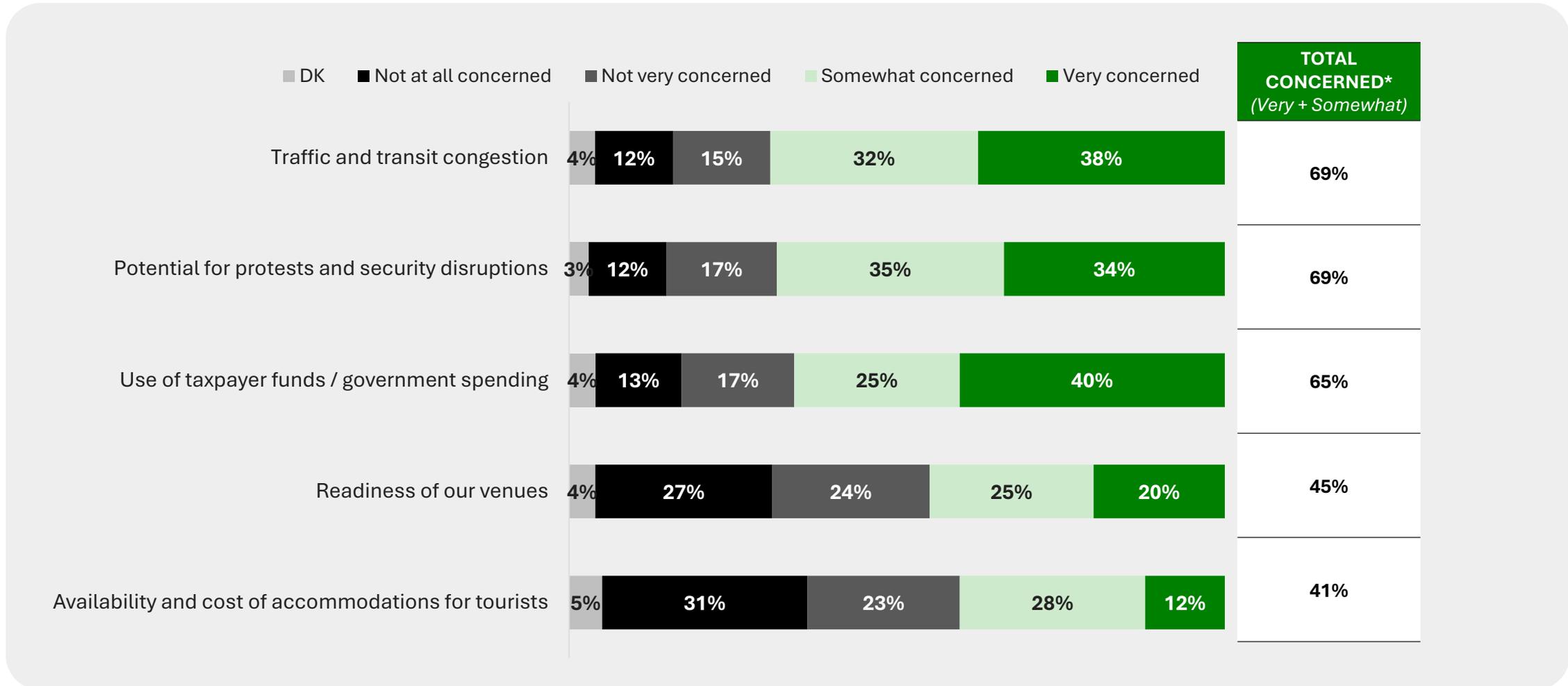




Public Concerns Related to Hosting of the 2026 World Cup

Q8. There have been a number of concerns raised about the readiness of Canada/Mexico/the United States in hosting FIFA's World Cup in June in a number of different areas. How concerned are you personally about...

Base: Mexican respondents (n=600)





Public Concerns Related to Hosting of the 2026 World Cup

Q8. There have been a number of concerns raised about the readiness of Canada/Mexico/the United States in hosting FIFA's World Cup in June in a number of different areas. How concerned are you personally about...

Base: All respondents

<i>% CONCERNED presented</i>	 Total CANADA	 Total USA	 Total MEXICO
<i>Weighted n=</i>	1,521	1,016	600
<i>Unweighted n=</i>	1,521	1,016	600
Use of taxpayer funds / government spending	63%	54%	65%
Traffic and transit congestion	50%	45%	69%
Potential for protests and security disruptions	44%	44%	69%
Availability and cost of accommodations for tourists	32%	29%	41%
Readiness of our venues	32%	32%	45%

Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,521)

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

Gender

	Unweighted	Weighted
Male	763	742
Female	758	779

Language (Mother Tongue)

	Unweighted	Weighted
French	377	300
English	1,008	1,097
Other	136	124

Age

	Unweighted	Weighted
18 to 34	378	406
35 to 54	450	489
55+	693	626

Province

	Unweighted	Weighted
British Columbia	150	212
Alberta	130	169
Manitoba/Saskatchewan	125	98
Ontario	603	589
Quebec	413	351
Atlantic	100	102

Respondent profiles – *American Sample*

(Base n=1,016)

The following tables present the demographic distribution of respondents for the United States.

Gender

	Unweighted	Weighted
Male	475	491
Female	541	525

Region

	Unweighted	Weighted
Northeast	199	176
Midwest	218	214
South	376	392
West	223	234

Age

	Unweighted	Weighted
Between 18 and 34	148	283
Between 35 and 54	382	340
55 and older	486	393

Respondent profiles – Mexican Sample



(Base n=600)

The following tables present the demographic distribution of respondents for Mexico.

Gender

	Unweighted	Weighted
Male	330	343
Female	257	270

Region

	Unweighted	Weighted
CDMX	206	197
Nuevo Leon	40	44
Jalisco	41	38
Other	313	321

Age

	Unweighted	Weighted
18 and 24	78	85
25 and 29	82	81
30 and 34	94	94
35 and 44	137	134
45 and 54	94	92
55 and 64	74	73
65 and 74	34	34
75 or older	7	7

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

Leger

Marketing research and polling

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Leger Opinion (LEO)

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Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

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employees

185
consultants

8
offices

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