

Leger

BRAIN

Report

FIFA World Cup

Canada-United States-Mexico

March 16, 2026



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= 1,639** / American sample: **n= 1,006** / Mexican sample: **n= 608**)

Respondents had the option of completing the survey in French, English and Spanish and were randomly recruited using LEO's online panel. An external supplier was used for the Mexico portion of the project

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 **March 13 to March 16, 2026**, for Canada and 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 **±2.42%**, (19 times out of 20) for the Canadian sample, **±3.09%**, (19 times out of 20) for the American sample, sample and **±3.97%**, (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 one of the following people:

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

➔ 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 2026 FIFA World Cup remains highest in Mexico (88%), compared to 69% in Canada and 57% in the United States**, highlighting a significant awareness gap across North America. With only a few months to go before the start of the tournament, awareness has increased significantly among Canadians (+12) and Americans (+13) since the last measurement in November 2025.
- **Support for hosting the World Cup is strong across all three countries, but significantly higher in Mexico (85%),** compared to 74% in Canada and 60% in the U.S. Support for hosting the World Cup has declined significantly among Americans and Mexicans compared to November 2025, dropping from 69% to 60% in the United States and from 91% to 85% in Mexico, respectively.
- **Engagement levels are dramatically higher in Mexico, where 67% say they will follow the tournament closely,** versus just 27% of Canadians and 26% of Americans. Although engagement remains higher in Mexico, there is still a significant decline of 11 points compared to November 2025 (78%) in the intention to follow the tournament.
- **Mexicans are far more likely to actively engage with the event across all touchpoints,** including watching games at home (79% vs. 37% Canada / 32% U.S.), following news (74% vs. 40% for Canada / 38% for the U.S.), and purchasing merchandise (53% vs. 9% for Canada / 15% for the U.S.). However, the same downward trend is observed in Mexico across all events measured.
- **Fans in all three countries primarily support their own national team, with the strongest national alignment in Mexico (79%),** followed by Canada (66%) and the United States (58%).
- **Concerns about hosting vary by country,** with Canadians most concerned about public spending (65%), while Mexicans express higher concern about operational challenges such as traffic (61%) and security (60%); Americans report comparatively lower concern levels overall. The level of concern among Mexicans has also decreased significantly compared to the previous wave regarding the use of taxpayer funds and government spending, the potential for protests and security disruptions, and traffic and transit congestion.

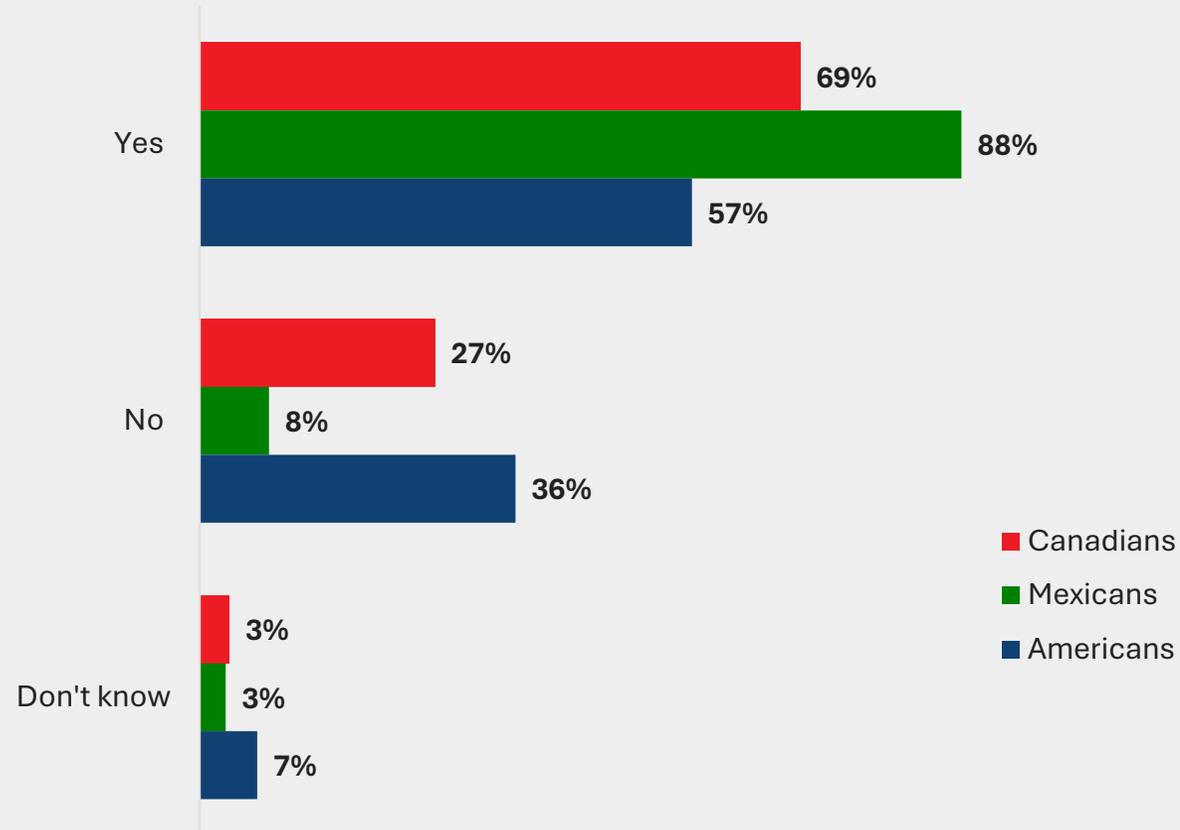
Detailed Results



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=1,639) / American respondents (n=1,006) / Mexican respondents (n=608)





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=1,639) / American respondents (n=1,006) / Mexican respondents (n=608)

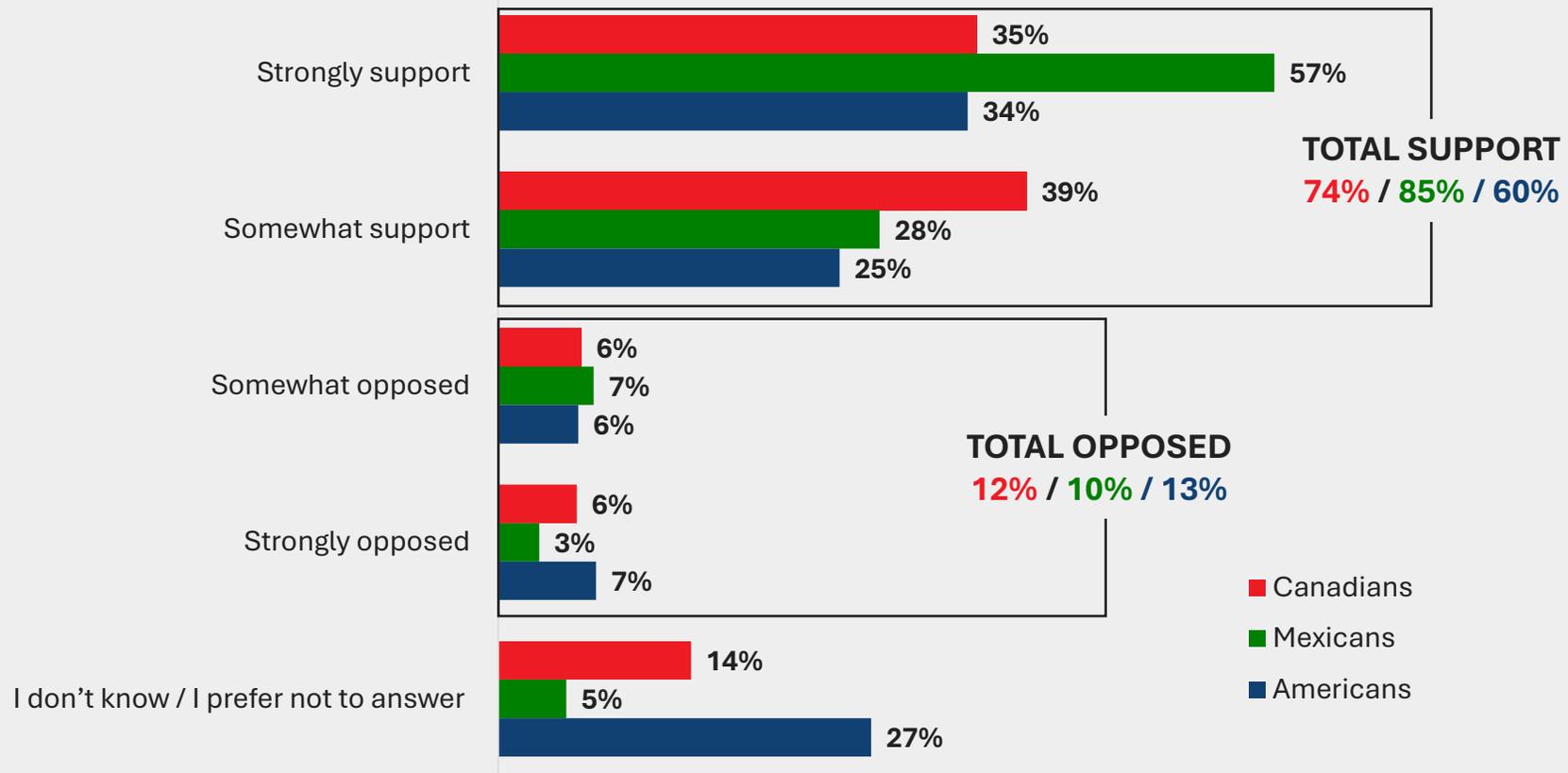
	 Total CANADA	 Total USA	 Total MEXICO	Total November 2025		
	Total CANADA	Total USA	Total MEXICO	Total CANADA	Total USA	Total MEXICO
Weighted n=	1,639	1,006	608	1,521	1,016	600
Unweighted n=	1,639	1,006	608	1,521	1,016	600
Yes	69%	57%	88%	57%	44%	86%
No	27%	36%	8%	39%	50%	10%
Don't know	3%	7%	3%	4%	5%	5%



Support for Hosting the 2026 FIFA World Cup

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

Base: Canadian respondents (n=1,639) / American respondents (n=1,006) / Mexican respondents (n=608)





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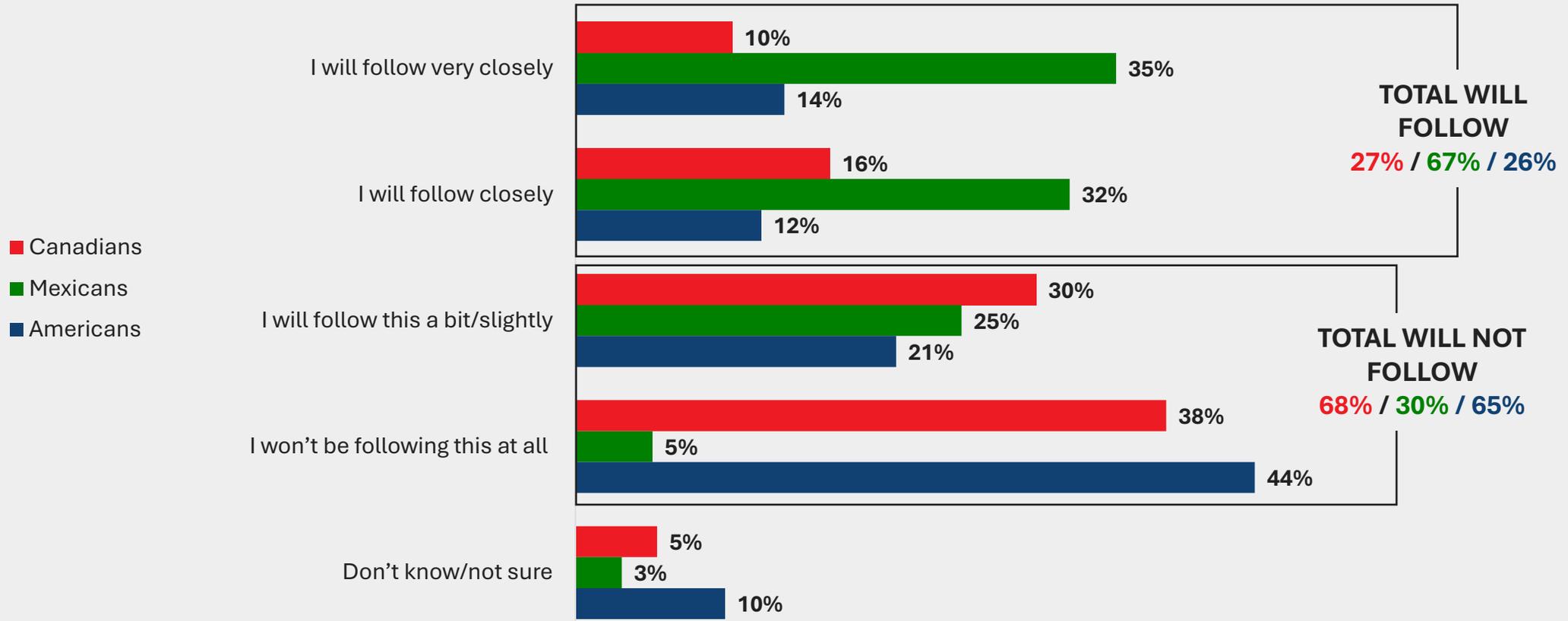
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	Total CANADA	Total USA	Total MEXICO	Total CANADA	Total USA	Total MEXICO
<i>Weighted n=</i>	1,639	1,006	608	1,521	1,016	600
<i>Unweighted n=</i>	1,639	1,006	608	1,521	1,016	600
TOTAL SUPPORT	74%	60%	85%	73%	69%	91%
Strongly support	35%	34%	57%	34%	39%	69%
Somewhat support	39%	25%	28%	40%	30%	22%
TOTAL OPPOSE	12%	13%	10%	12%	9%	5%
Somewhat opposed	6%	6%	7%	7%	5%	3%
Strongly opposed	6%	7%	3%	4%	4%	2%
Don't know / Prefer not to answer	14%	27%	5%	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=1,639) / American respondents (n=1,006) / Mexican respondents (n=608)





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?

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<i>Weighted n=</i>	1,639	1,006	608	1,521	1,016	600
<i>Unweighted n=</i>	1,639	1,006	608	1,521	1,016	600
TOTAL WILL FOLLOW	27%	26%	67%	28%	26%	78%
I will follow very closely	10%	14%	35%	11%	14%	39%
I will follow closely	16%	12%	32%	17%	12%	39%
TOTAL WILL NOT FOLLOW	68%	65%	30%	68%	67%	20%
I will follow this a bit/slightly	30%	21%	25%	35%	23%	18%
I won't be following this at all	38%	44%	5%	33%	44%	2%
Don't know / Prefer not to answer	5%	10%	3%	4%	7%	2%

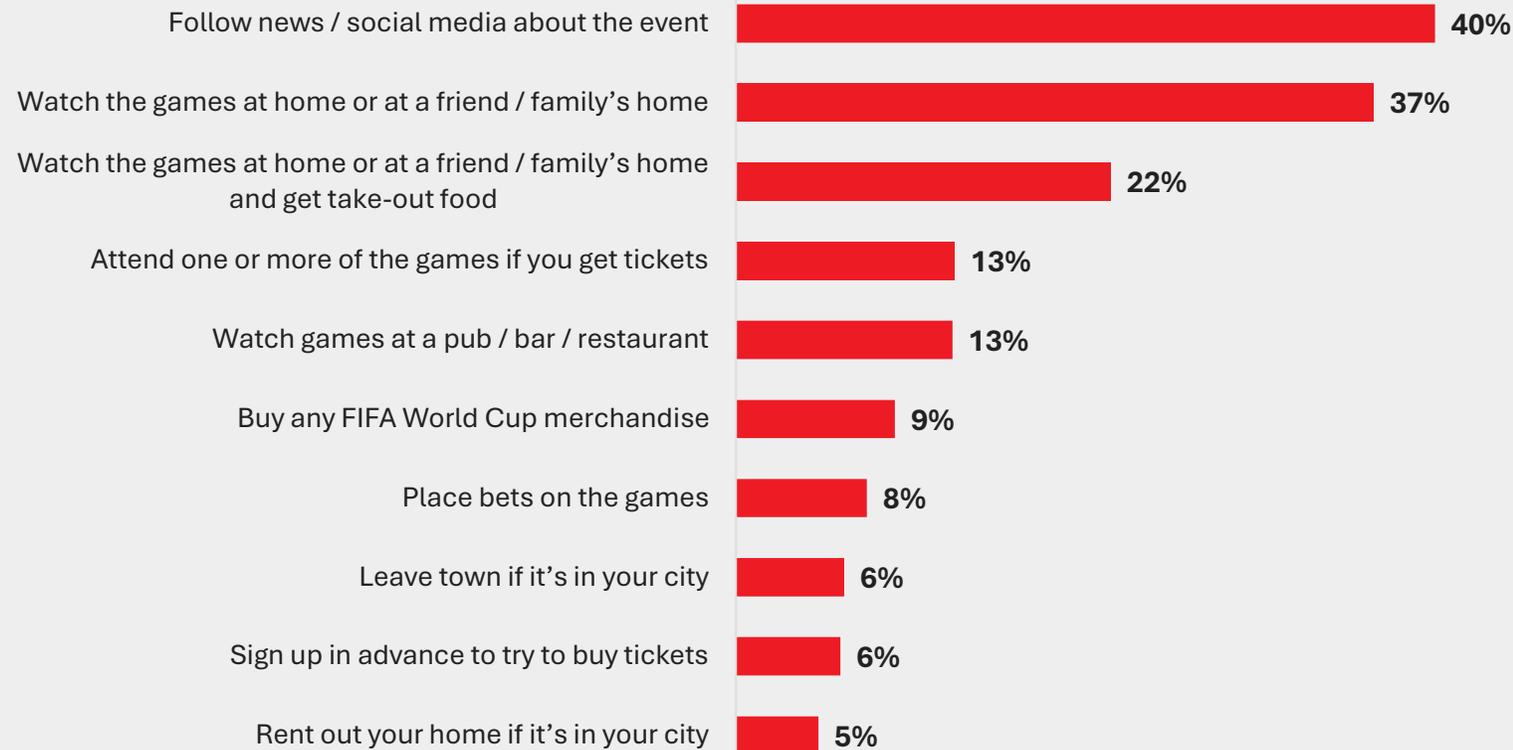


Actions Taken or Planned Ahead of the 2026 FIFA World Cup

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

Base: Canadian respondents (n=1,639)

% YES presented

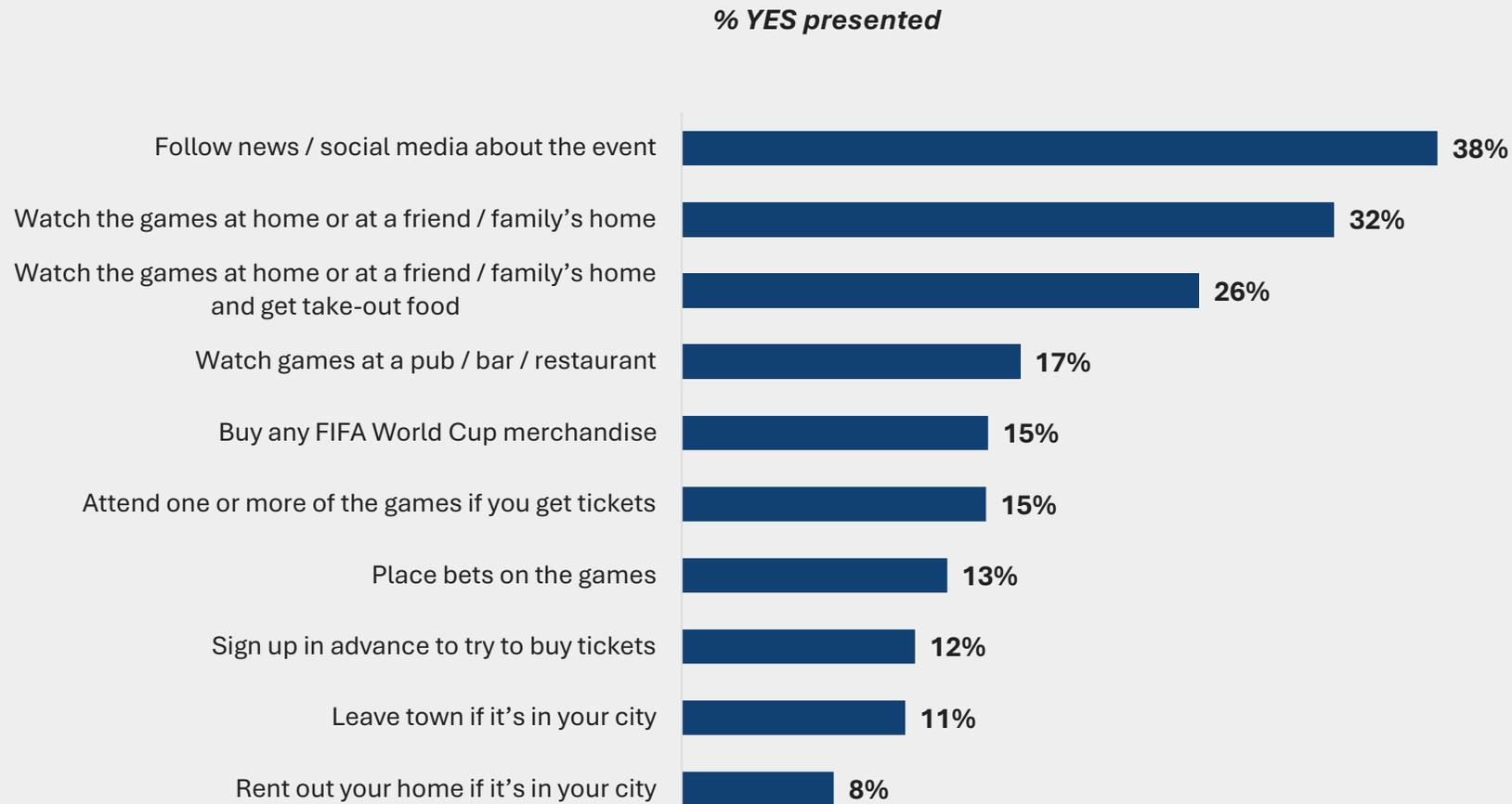




Actions Taken or Planned Ahead of the 2026 FIFA World Cup

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

Base: American respondents (n=1,006)

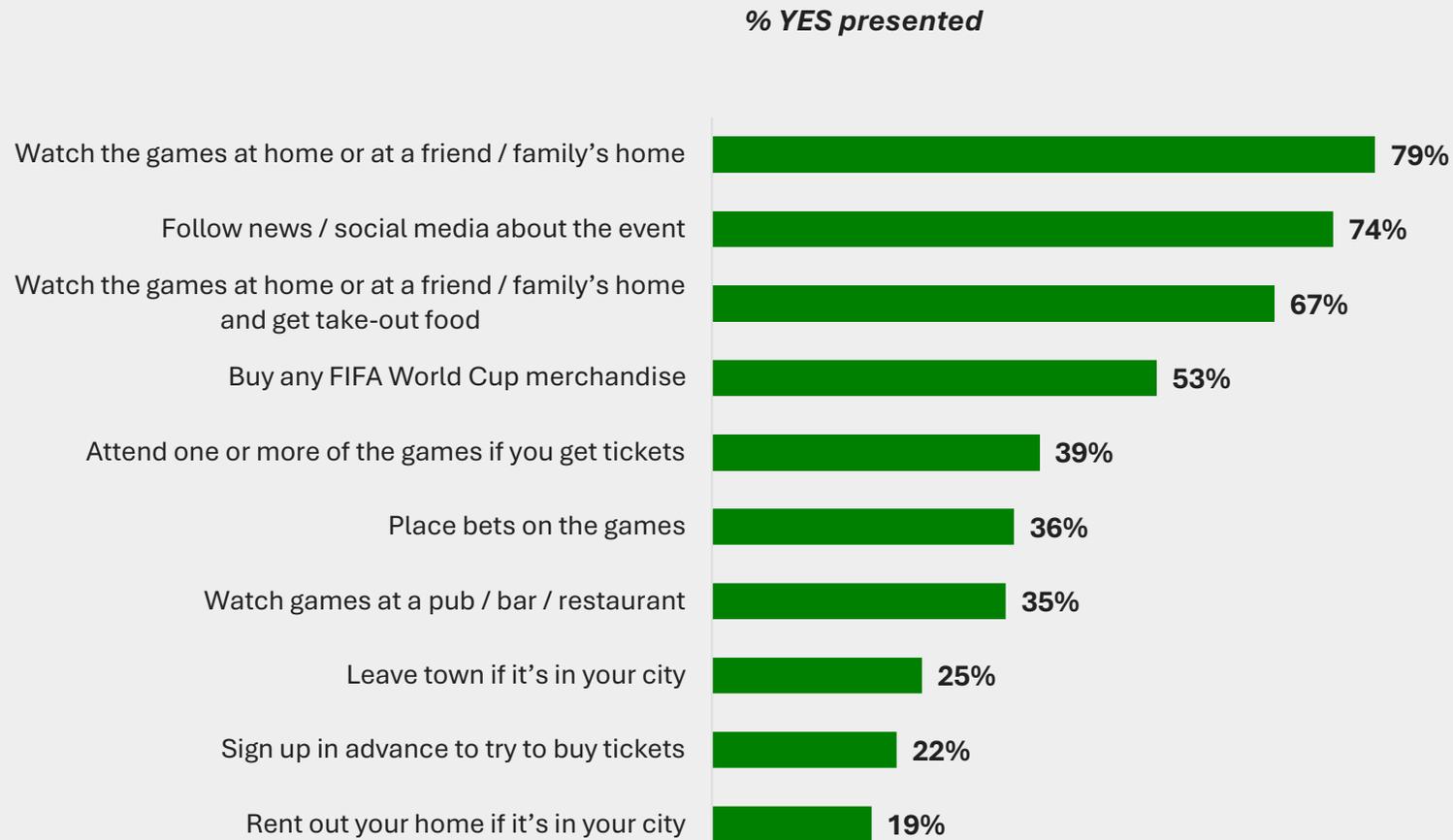




Actions Taken or Planned Ahead of the 2026 FIFA World Cup

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

Base: Mexican respondents (n=608)





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=1,639) / American respondents (n=1,006) / Mexican respondents (n=608)

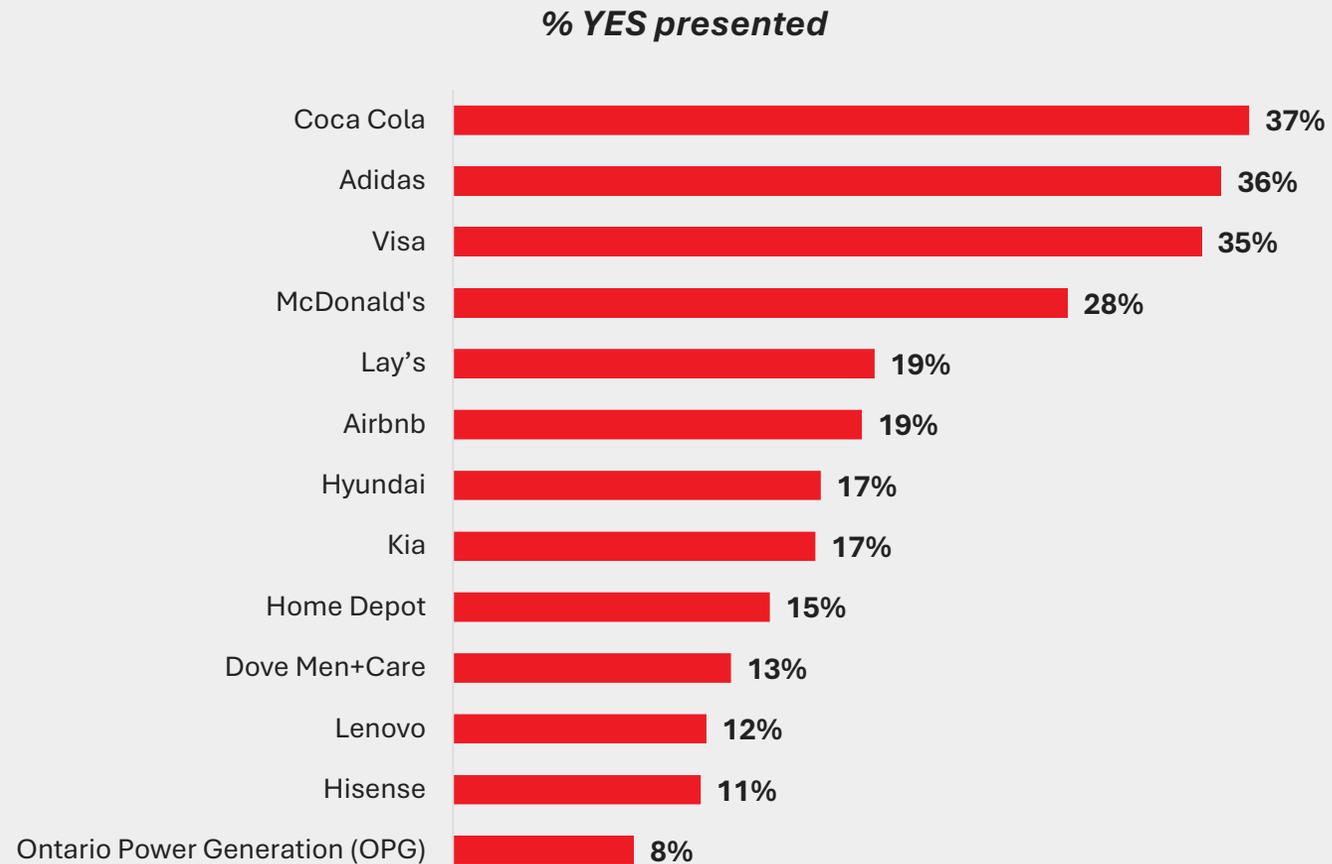
	 Total CANADA	 Total USA	 Total MEXICO	Total November 2025		
	Total CANADA	Total USA	Total MEXICO	Total CANADA	Total USA	Total MEXICO
<i>Weighted n=</i>	1,639	1,006	608	1,521	1,016	600
<i>Unweighted n=</i>	1,639	1,006	608	1,521	1,016	600
Follow news / social media about the event	40%	38%	74%	46%	38%	84%
Watch the games at home or at a friend / family's home	37%	32%	79%	41%	33%	88%
Watch the games at home or at a friend / family's home and get take-out food	22%	26%	67%	25%	26%	74%
Attend one or more of the games if you get tickets	13%	15%	39%	16%	15%	49%
Watch games at a pub / bar / restaurant	13%	17%	35%	14%	13%	35%
Buy any FIFA World Cup merchandise	9%	15%	53%	11%	14%	57%
Place bets on the games	8%	13%	36%	8%	12%	36%
Leave town if it's in your city	6%	11%	25%	8%	9%	29%
Sign up in advance to try to buy tickets	6%	12%	22%	10%	9%	32%
Rent out your home if it's in your city	5%	8%	19%	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=1,639)



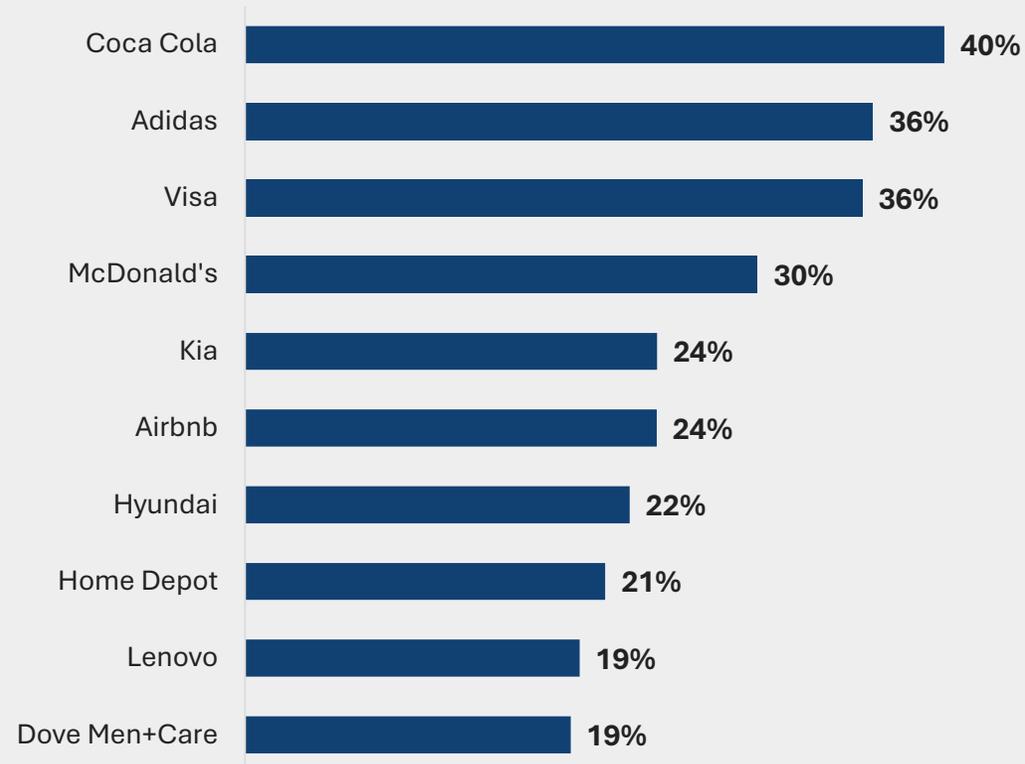


Awareness of Major World Cup Sponsors

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=1,006)

% YES presented

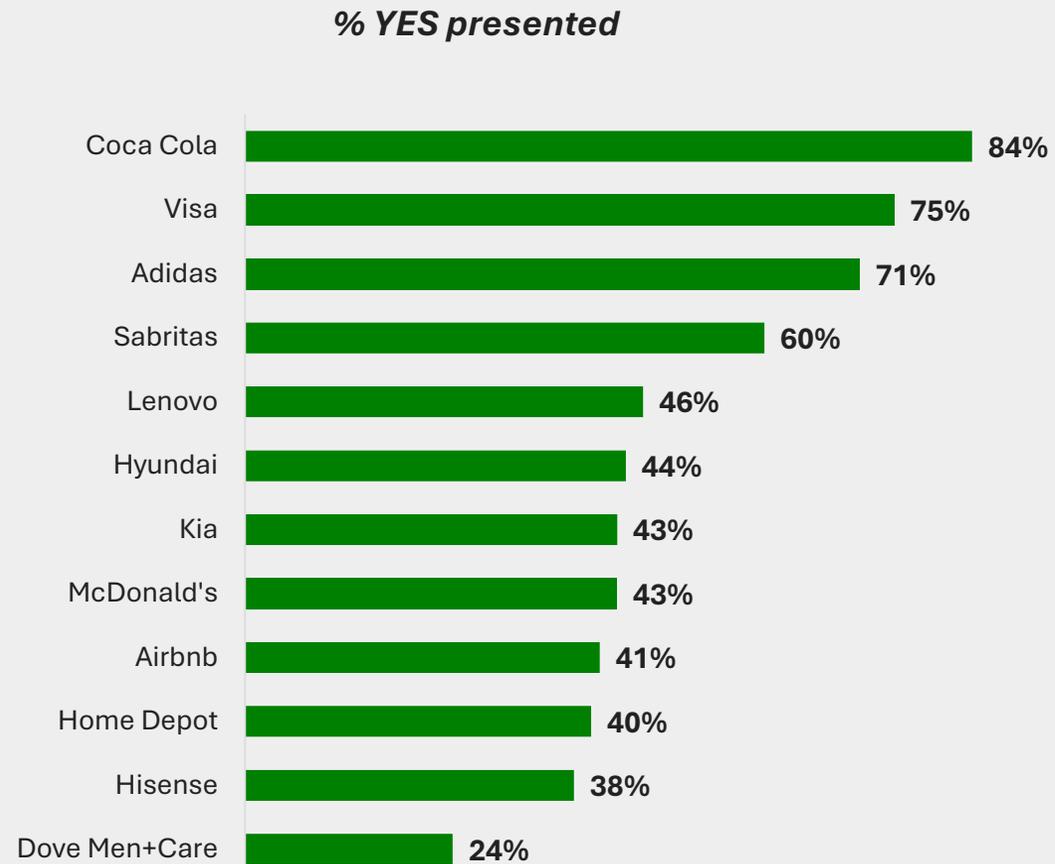




Awareness of Major World Cup Sponsors

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=608)





Awareness of Major World Cup Sponsors

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Base: Canadian respondents (n=1,639) / American respondents (n=1,006) / Mexican respondents (n=608)

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	Total CANADA	Total USA	Total MEXICO	Total CANADA	Total USA	Total MEXICO
<i>Weighted n=</i>	1,639	1,006	608	1,521	1,016	600
<i>Unweighted n=</i>	1,639	1,006	608	1,521	1,016	600
Coca Cola	37%	40%	84%	39%	40%	83%
Adidas	36%	36%	71%	40%	36%	68%
Visa	35%	36%	75%	36%	36%	75%
McDonald's	28%	30%	43%	27%	29%	37%
Lay's*	19%	-	-	18%	-*	-*
Airbnb	19%	24%	41%	15%	21%	33%
Hyundai	17%	22%	44%	16%	20%	44%
Kia	17%	24%	43%	15%	20%	42%
Home Depot	15%	21%	40%	13%	21%	37%
Dove Men+Care	13%	19%	24%	12%	17%	23%
Lenovo	12%	19%	46%	13%	16%	41%
Hisense**	11%	-	38%	11%	-*	-*
Ontario Power Generation (OPG)*	8%	-	-	8%	-*	-*
Sabritas***	-	-	60%			

*Asked in Canada only.

**Asked in Canada and Mexico only.

***Asked in Mexico only.



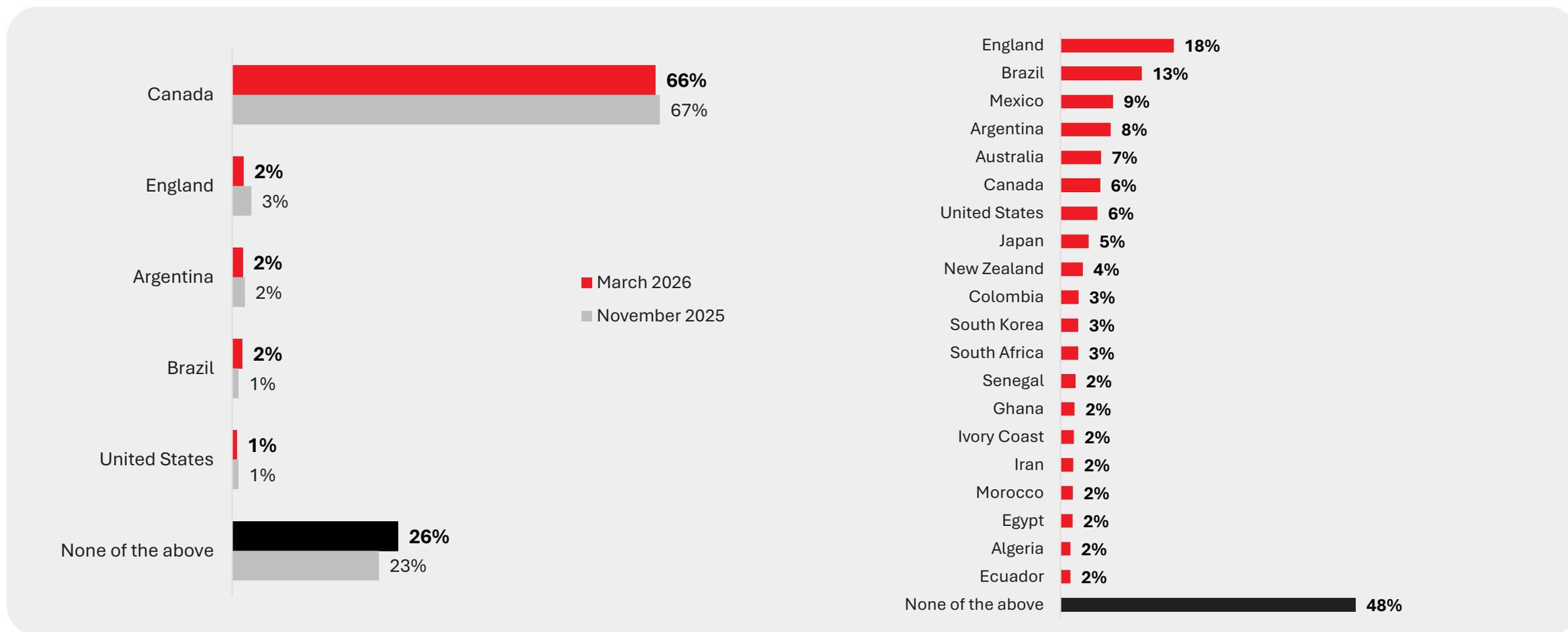
Countries Fans Are Supporting in the 2026 FIFA World Cup

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

Base: Canadian respondents (n=1,639)

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=1,237)



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

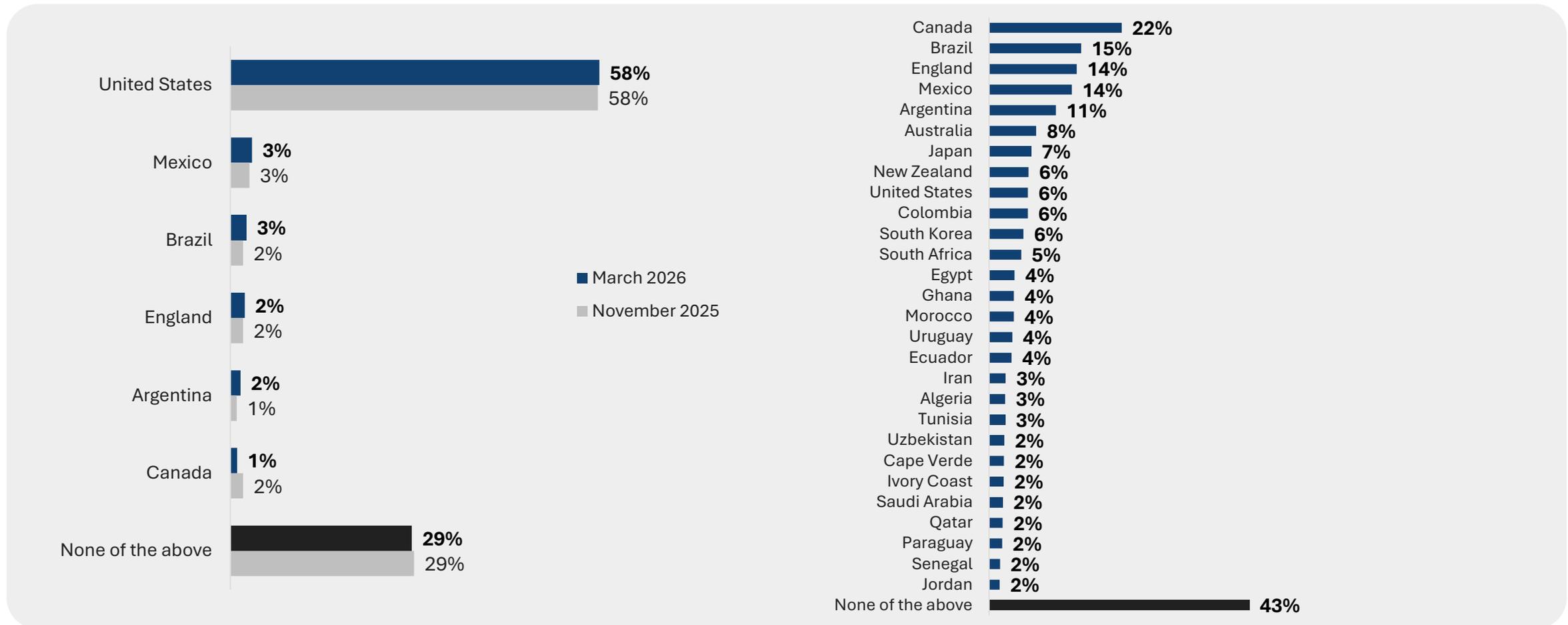
Countries Fans Are Supporting in the 2026 FIFA World Cup

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

Base: American respondents (n=1,006)

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=705)



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



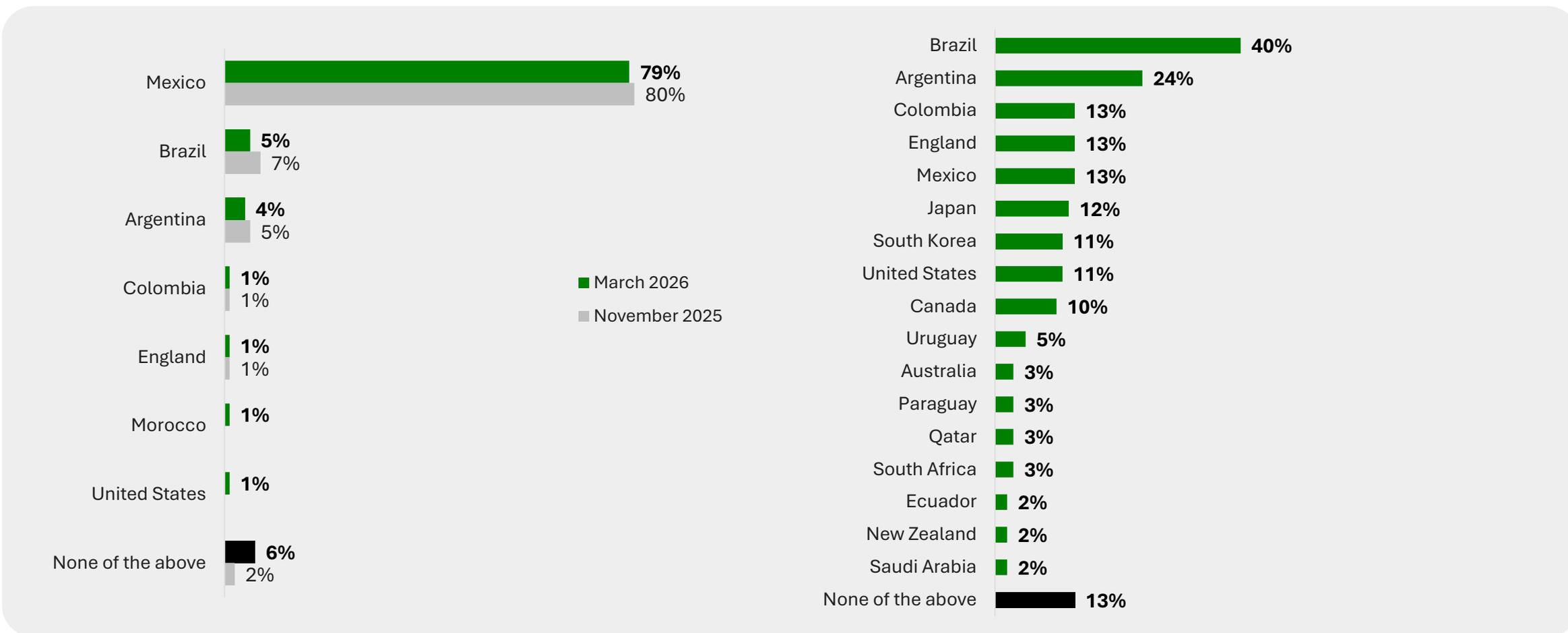
Countries Fans Are Supporting in the 2026 FIFA World Cup

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

Base: Mexican respondents (n=608)

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=579)



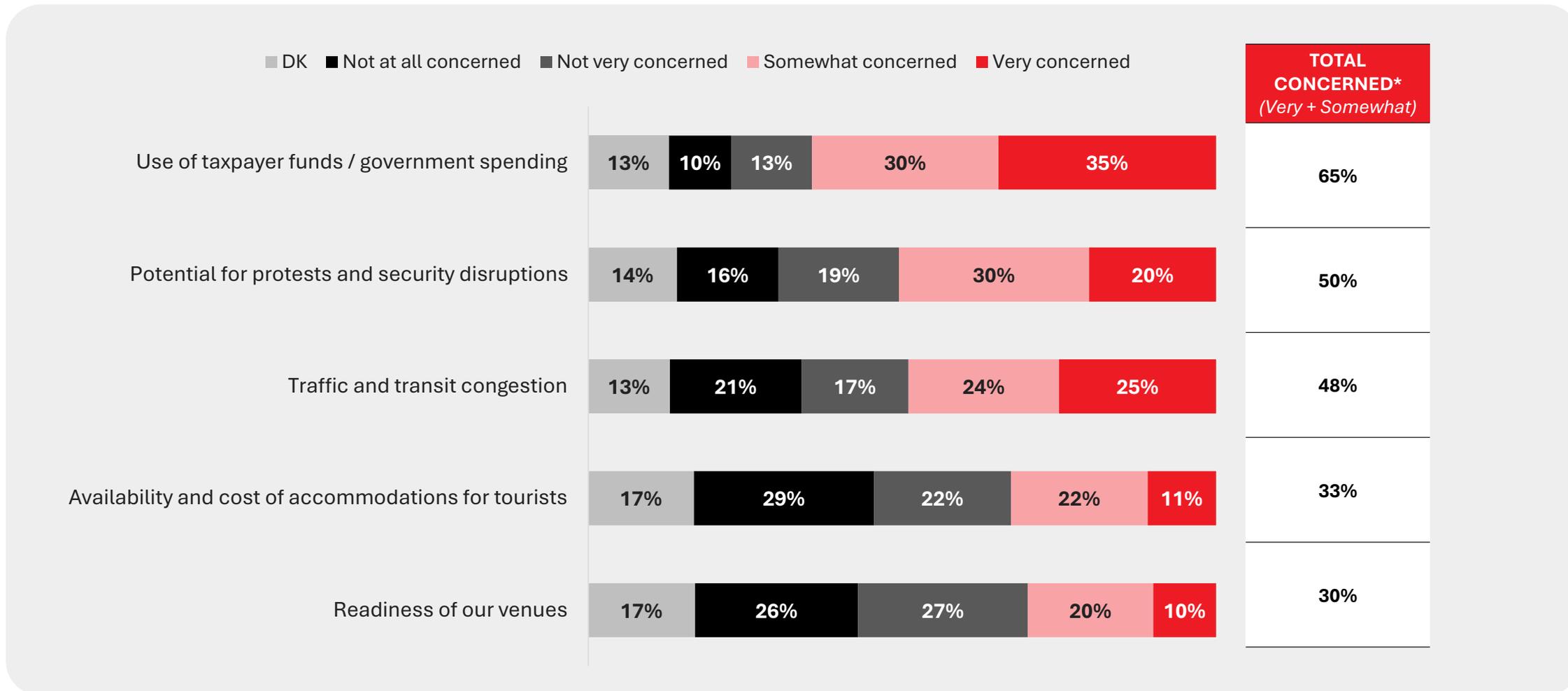
*Countries mentioned by 1% of respondents or less are not shown in the chart.



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...

Base: Canadian respondents (n=1,639)

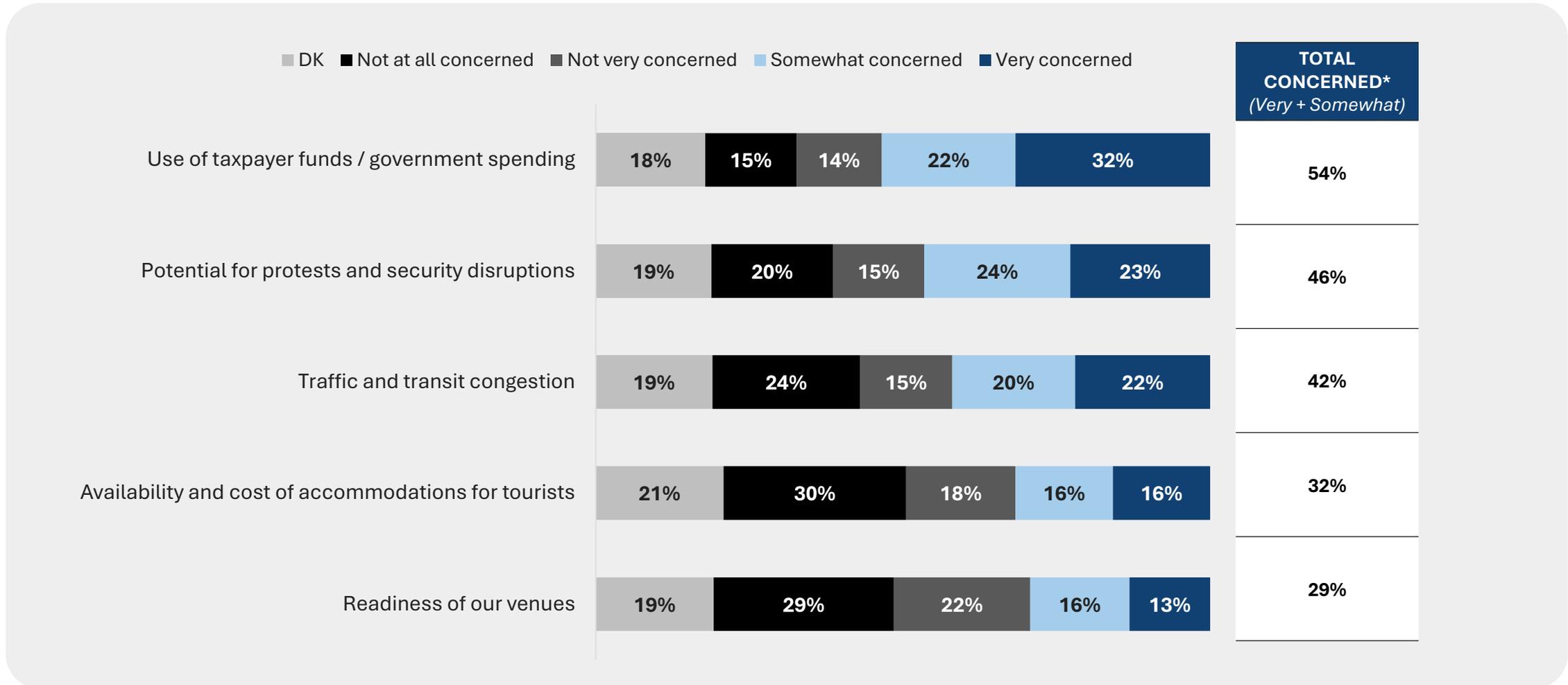




Public Concerns Related to Hosting of the 2026 World Cup

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Base: American respondents (n=1,006)

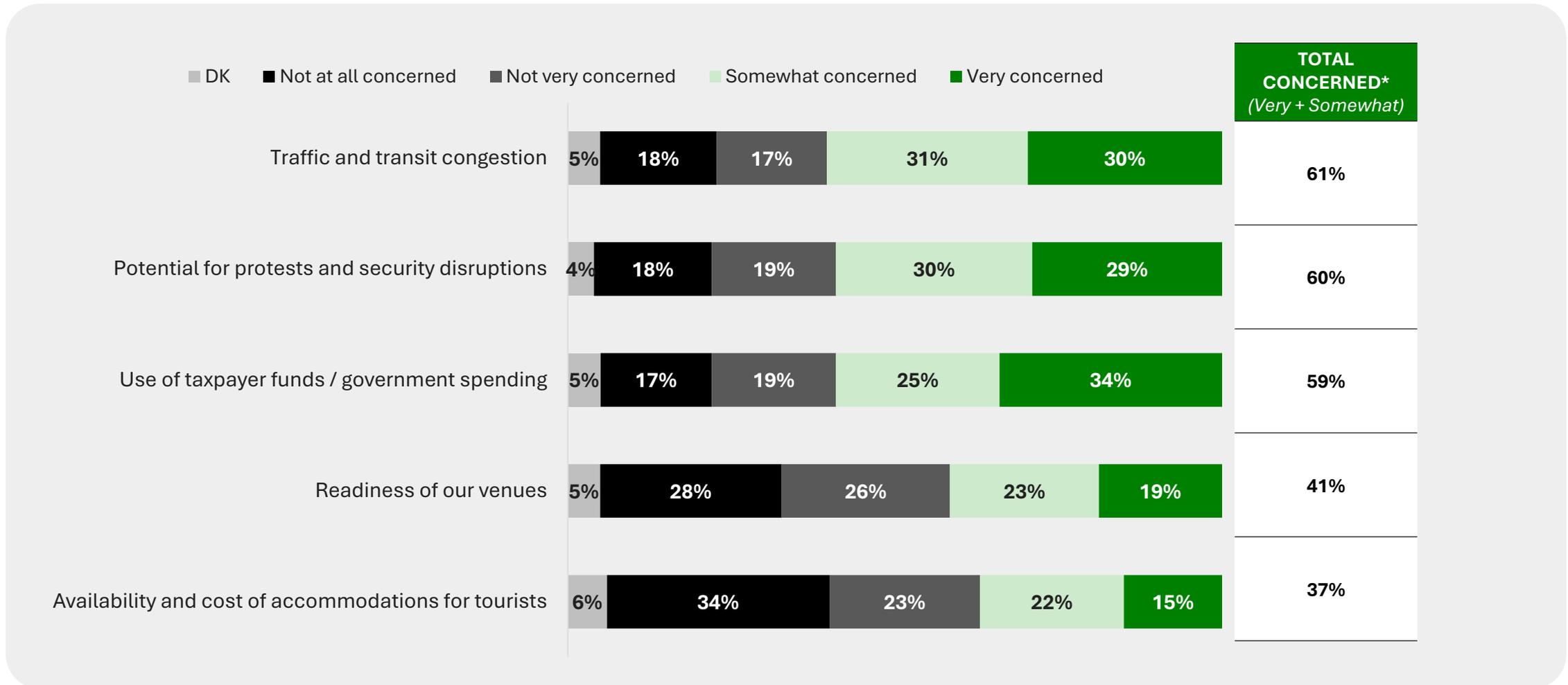




Public Concerns Related to Hosting of the 2026 World Cup

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: Canadian respondents (n=1,639) / American respondents (n=1,006) / Mexican respondents (n=608)

% <i>CONCERNED</i> presented				Total November 2025		
	Total CANADA	Total USA	Total MEXICO	Total CANADA	Total USA	Total MEXICO
<i>Weighted n=</i>	1,639	1,006	608	1,521	1,016	600
<i>Unweighted n=</i>	1,639	1,006	608	1,521	1,016	600
Use of taxpayer funds / government spending	65%	54%	59%	63%	54%	65%
Potential for protests and security disruptions	50%	46%	60%	50%	45%	69%
Traffic and transit congestion	48%	42%	61%	44%	44%	69%
Availability and cost of accommodations for tourists	33%	32%	37%	32%	29%	41%
Readiness of our venues	30%	29%	41%	32%	32%	45%

Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,639)

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

Gender

	Unweighted	Weighted
Male	800	800
Female	839	839

Language (Mother Tongue)

	Unweighted	Weighted
French	371	324
English	1,124	1,180
Other	144	135

Age

	Unweighted	Weighted
18 to 34	393	435
35 to 54	469	528
55+	777	676

Province

	Unweighted	Weighted
British Columbia	182	229
Alberta	150	180
Manitoba/Saskatchewan	136	105
Ontario	624	636
Quebec	425	379
Atlantic	122	110

Respondent profiles – *American Sample*

(Base n=1,006)

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

Gender

	Unweighted	Weighted
Male	508	484
Female	498	522

Region

	Unweighted	Weighted
Northeast	210	172
Midwest	213	213
South	357	392
West	226	229

Age

	Unweighted	Weighted
Between 18 and 34	128	266
Between 35 and 54	381	344
55 and older	497	397

Respondent profiles – Mexican Sample



(Base n=608)

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

Gender

	Unweighted	Weighted
Male	286	296
Female	322	312

Region

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

Age

	Unweighted	Weighted
18 and 24	119	117
25 and 29	78	86
30 and 34	88	83
35 and 44	109	116
45 and 54	95	86
55 and 64	66	70
65 and 74	45	43
75 or older	8	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

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185
consultants

8
offices

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VANCOUVER | NEW YORK

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