

CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE

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New Poll: Majority of Urban Canadians Cheering on the Blue Jays

TORONTO – A new poll released today by Canada Pulse Insights for Rogers CityNews shows nearly six in ten (59%) adults across major Canadian cities are cheering on the Toronto Blue Jays to clinch the World Series title — with support strongest in their hometown, where 70% of Toronto-area fans are backing the team.

“These results highlight just how deep the Blue Jays’ national appeal runs,” said John Wright, CEO of Canada Pulse Insights. “While Toronto leads the way, fans across the West and in Metro Vancouver are clearly engaged in Blue Jays playoff excitement.”

Cheering for the Jays (% Yes)

- Toronto/GTA: 70% (core 68%; GTA 73%)
- Calgary: 56%
- Edmonton: 55%
- Vancouver/MVRD: 50% (core 47%; MVRD 52%)

Average across four cities: 59% “Yes”.

Survey Details

A total of 2,299 adults (18+) were surveyed online: Calgary (n=410), Edmonton (n=423), Toronto (n=406), GTA (n=403), Vancouver (n=351), and MVRD (n=306). Results were weighted to census data. Estimated margins of error for comparable probability samples: $\pm 4.8\%$ (Calgary/Edmonton), $\pm 4.9\%$ (Toronto/GTA), $\pm 5.2\%$ (Vancouver), and $\pm 5.6\%$ (MVRD), 19 times out of 20. Combined samples: Toronto/GTA (n=809, $\pm 3.5\%$), Vancouver/MVRD (n=657, $\pm 3.8\%$). Sago, formerly the Schlesinger Group, provided the data collection and is a CRIC member with over 55 years of experience in quantitative and qualitative research.

About Canada Pulse Insights

Canada Pulse Insights is an independent, Canadian-owned public opinion research company that adheres to the Canadian Research and Insights Council (CRIC) public opinion research standards and disclosure requirements.

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