Canada Pulse Insights
Rogers CityBeat Poll
Data collection by Sago
September 30-Oct 6, 2025

TORONTO - The federal, provincial, and city governments are spending upwards of $400 million dollars to host the FIFA world cup games in Toronto.
Please indicate if you agree or disagree with the following statements:
[The cost is worth it to bring tourists to the city, help boost the fan sport and put a spotlight on Toronto]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G
** very small base (under 30) ineligible for sig testing

	Total	Region				
		Toronto (Total)	Core city	Vancouver (Total)	Vancouver	Metro Vancouver
	A	B	C	E	F	G
Base: Toronto Respondents						
Unweighted Base	406	406	406	0	0	0
Weighted Base	406	406	406	-**	-**	-**
TOP 2 BOX [NET]	244	244	244	0	0	0
	60%	60%	60%	-	-	-
Agree very much	79	79	79	0	0	0
	19%	19%	19%	-	-	-
Agree somewhat	165	165	165	0	0	0
	41%	41%	41%	-	-	-
BOTTOM 2 BOX [NET]	162	162	162	0	0	0
	40%	40%	40%	-	-	-
Disagree somewhat	82	82	82	0	0	0
	20%	20%	20%	-	-	-
Disagree very much	80	80	80	0	0	0
	20%	20%	20%	-	-	-
Sigma	406	406	406	0	0	0
	100%	100%	100%	-	-	-

TORONTO - The federal, provincial, and city governments are spending upwards of $400 million dollars to host the FIFA world cup games in Toronto.
Please indicate if you agree or disagree with the following statements:
[I support taxpayers paying for any cost overruns in the FIFA world cup budget]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G
** very small base (under 30) ineligible for sig testing

	Total	Region				
		Toronto (Total)	Core city	Vancouver (Total)	Vancouver	Metro Vancouver
	A	B	C	E	F	G
Base: Toronto Respondents						
Unweighted Base	406	406	406	0	0	0
Weighted Base	406	406	406	-**	-**	-**
TOP 2 BOX [NET]	109	109	109	0	0	0
	27%	27%	27%	-	-	-
Agree very much	27	27	27	0	0	0
	7%	7%	7%	-	-	-
Agree somewhat	82	82	82	0	0	0
	20%	20%	20%	-	-	-
BOTTOM 2 BOX [NET]	296	296	296	0	0	0
	73%	73%	73%	-	-	-
Disagree somewhat	110	110	110	0	0	0
	27%	27%	27%	-	-	-
Disagree very much	187	187	187	0	0	0
	46%	46%	46%	-	-	-
Sigma	406	406	406	0	0	0
	100%	100%	100%	-	-	-

VANCOUVER - The federal, provincial, and city governments are spending upwards of half a billion dollars to host the FIFA world cup games in Vancouver.
Please indicate if you agree or disagree with the following statements:
[The cost is worth it to bring tourists to the city, help boost the fan sport and put a spotlight on Vancouver]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G
** very small base (under 30) ineligible for sig testing

	Total	Region				
		Toronto (Total)	Core city	Vancouver (Total)	Vancouver	Metro Vancouver
	A	B	C	E	F	G
Base: Vancouver and Metro Vancouver Respondents						
Unweighted Base	657	0	0	657	351	306
Weighted Base	657	-**	-**	657	346	311
TOP 2 BOX [NET]	403	0	0	403	207	196
	61%	-	-	61%	60%	63%
Agree very much	122	0	0	122	72	50
	18%	-	-	18%	21%	16%
Agree somewhat	282	0	0	282	135	147
	43%	-	-	43%	39%	47%
						F
BOTTOM 2 BOX [NET]	254	0	0	254	139	114
	39%	-	-	39%	40%	37%
Disagree somewhat	140	0	0	140	78	61
	21%	-	-	21%	23%	20%
Disagree very much	114	0	0	114	61	53
	17%	-	-	17%	18%	17%
Sigma	657	0	0	657	346	311
	100%	-	-	100%	100%	100%

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VANCOUVER - The federal, provincial, and city governments are spending upwards of half a billion dollars to host the FIFA world cup games in Vancouver.
Please indicate if you agree or disagree with the following statements:
[I support taxpayers paying for any cost overruns in the FIFA world cup budget]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G
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	Total	Region				
		Toronto (Total)	Core city	Vancouver (Total)	Vancouver	Metro Vancouver
	A	B	C	E	F	G
Base: Vancouver and Metro Vancouver Respondents						
Unweighted Base	657	0	0	657	351	306
Weighted Base	657	-**	-**	657	346	311
TOP 2 BOX [NET]	150	0	0	150	60	90
	23%	-	-	23%	17%	29%
						F
Agree very much	33	0	0	33	15	19
	5%	-	-	5%	4%	6%
Agree somewhat	117	0	0	117	46	71
	18%	-	-	18%	13%	23%
						F
BOTTOM 2 BOX [NET]	507	0	0	507	286	221
	77%	-	-	77%	83%	71%
					G	
Disagree somewhat	212	0	0	212	121	91
	32%	-	-	32%	35%	29%
Disagree very much	294	0	0	294	165	129
	45%	-	-	45%	48%	42%
Sigma	657	0	0	657	346	311
	100%	-	-	100%	100%	100%

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