CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE
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Most Toronto Residents Support World Cup Spending, But Strongly Reject Covering Cost Overruns

The latest Canada Pulse Insights survey for Rogers CityNews shows 60% of Toronto residents support the $400 million investment by all levels of government to host six FIFA World Cup matches in 2026, citing anticipated benefits for tourism, sport, and global visibility. In contrast, 40% do not support the public spending commitment.

Regardless of the majority support for hosting the event, the survey further reveals a robust fiscal warning signal among Torontonians to the organizers and the three levels of government: fully 73% oppose taxpayers covering any cost overruns associated with the event, while just 27% are willing to back additional taxpayer funding if expenses exceed projections.

The poll findings are released one week before FIFA's draw for the 2026 World Cup Play-Off Tournament and the European Play-Off draw, events that will define the qualification path for 22 nations heading to the first-ever 48-team tournament hosted jointly by Canada, Mexico, and the United States.

Two Canadian cities will host FIFA matches: Toronto will host five group stage games (including the highly anticipated first-ever men's World Cup match played on Canadian soil) commencing June 12, 2026, plus one Round of 32 knockout game. Vancouver will host five group stage games and two knockout rounds (a Round of 32 and a Round of 16) beginning June 13, 2026.

About the Survey

This public opinion poll was undertaken for Rogers CityNews by Canada Pulse Insights. The online survey was administered by the sample and data collection experts at Sago from September 30 to October 6, 2025, among adult (aged 18+) residents of Toronto (n=406). The data has been weighted to represent the adult population based on the most recent census. For comparison purposes, a probability sample of this size is ±4.9 percentage points,19 times out of 20. Any discrepancies between the text of this release and the data tables are due to rounding.

Canada Pulse Insights is an independent, Canadian owned public opinion research firm led by veteran pollster John Wright. The company is a member of and adheres to the Canadian Research and Insights Council (CRIC) public opinion research standards and disclosure requirements. Sago,

formerly the Schlesinger Group, is CRIC accredited and brings more than 55 years of experience in both qualitative and quantitative research methods.

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For further information:

John Wright, CEO, Canada Pulse Insights
Email: johnwright@canadapulseinsights.com
Phone: 416-700-4218
Website: CanadaPulseInsights.com