

INSIGHT. DRIVING. PROFIT.

Canadian Sports Fandom Pulse

What Canadians Want to Watch — and What It Means for Sponsors

n = 503 Canadian Adults | Cross-tabulated by Age, Gender, Region, Income & Nativity

EXECUTIVE SUMMARY

The Essential Insight

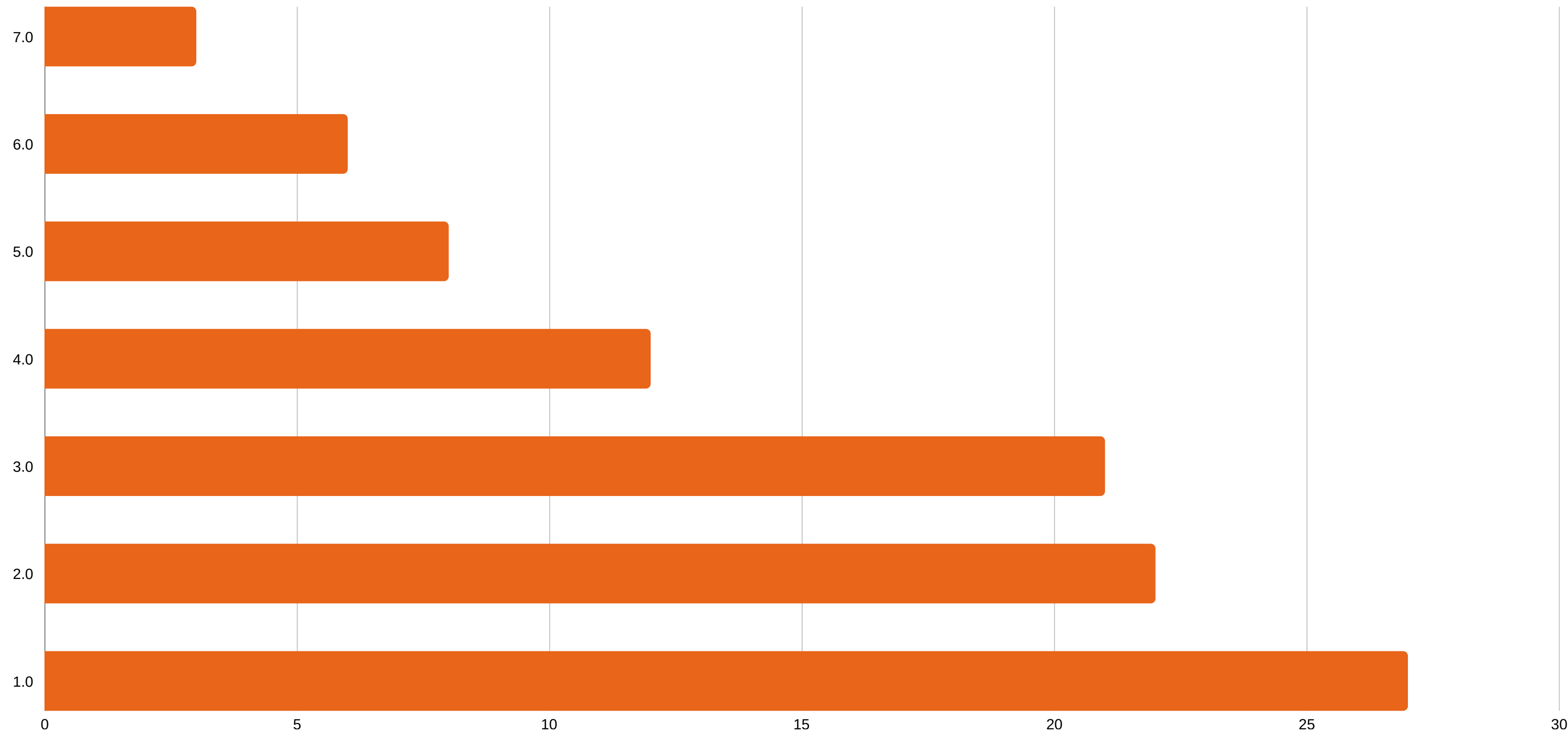
45% of Canadians rank the Stanley Cup or Winter Olympics as their #1 event to watch — but FIFA is the fastest-growing passion, driven entirely by immigrants.

57% of foreign-born Canadians choose the FIFA World Cup as their top event — 3.4x the rate of Canadian-born respondents (17%).

26% want a Canadian Stanley Cup team to win a championship most — making hockey the cultural backbone, but passion skews older (55+) and Western.

IF YOU COULD ONLY WATCH ONE EVENT...

Q36: National Results / Canada Total (n = 503)



Source: IMI Pulse™ | % selecting as #1 event to watch

COMBINED VIEWERSHIP INTENT: 1ST + 2ND CHOICE

Total reach when combining first and second preference | Canada Total



KEY INSIGHT: Three events are virtually tied at ~45% combined reach. The Stanley Cup and Winter Olympics dominate among Canadian-born, while FIFA is the immigrant powerhouse.

THE NATIVITY DIVIDE

Born in Canada vs. Born Outside Canada — Dramatically Different Passions

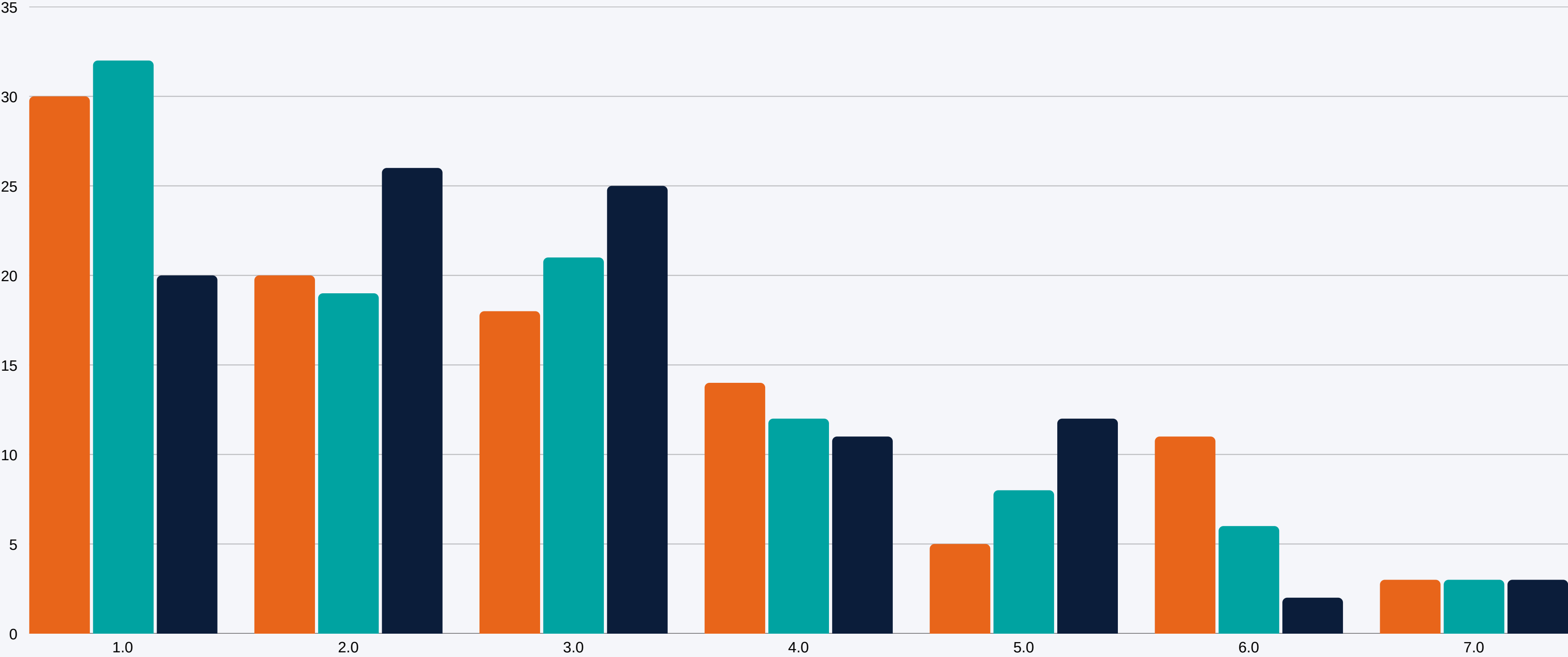
BORN IN CANADA (n=376)		BORN OUTSIDE CANADA (n=127)	
Stanley Cup — NHL	53%	FIFA World Cup	83%
Winter Olympics	47%	Winter Olympics	41%
FIFA World Cup	31%	Stanley Cup — NHL	20%
Super Bowl — NFL	27%	NBA Championship	20%
World Series — MLB	22%	Super Bowl — NFL	17%
NBA Championship	14%	World Series — MLB	16%

SO WHAT? Canada's growing immigrant population is reshaping the sports landscape. FIFA sponsorship is a direct line to multicultural audiences. Traditional hockey sponsorship still reaches the core but misses 1 in 4 Canadians.

AGE DRIVES DISTINCT FANDOM PROFILES

Top event by age cohort | % first choice

18–34 35–54 55+



KEY INSIGHT: FIFA and NHL are cross-generational but skew differently. Young adults (18–34) are 5.5x more likely to pick NBA than 55+. The Winter Olympics and Stanley Cup resonate strongest with 55+, presenting opportunities for heritage-brand sponsors.

GENDER & REGIONAL LENS

Where do the biggest gaps live? | % first choice

GENDER

Event	Female	Male	Gap
Winter Olympics	26%	16%	+10 F
Stanley Cup — NHL	19%	24%	+5 M
FIFA World Cup	28%	26%	+2 F
Super Bowl — NFL	10%	14%	+4 M

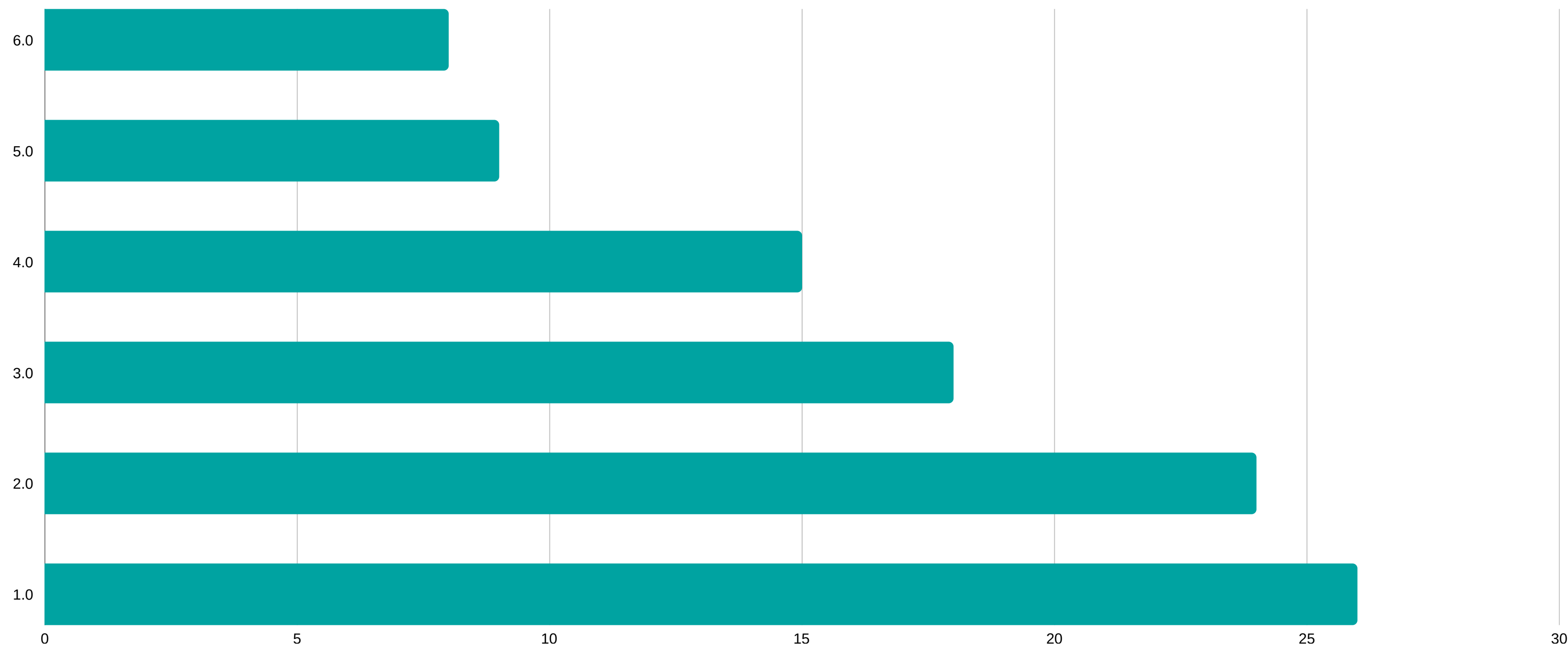
REGIONAL

WEST Stanley Cup #1 at 26%, lowest FIFA (26%)
ONTARIO FIFA dominates at 32%, Blue Jays fandom strongest here
QUEBEC Super Bowl over-indexes at 20%, Winter Olympics at 22%
ATLANTIC Stanley Cup (33%) and Winter Olympics (33%) tie for #1

SO WHAT? Winter Olympics is the #1 female-skewing event (+10pts). Ontario is the FIFA epicentre. Atlantic Canada is pure hockey-and-Olympics territory. Sponsors should regionalize activation strategies accordingly.

WHICH TEAM DO CANADIANS MOST WANT TO WIN?

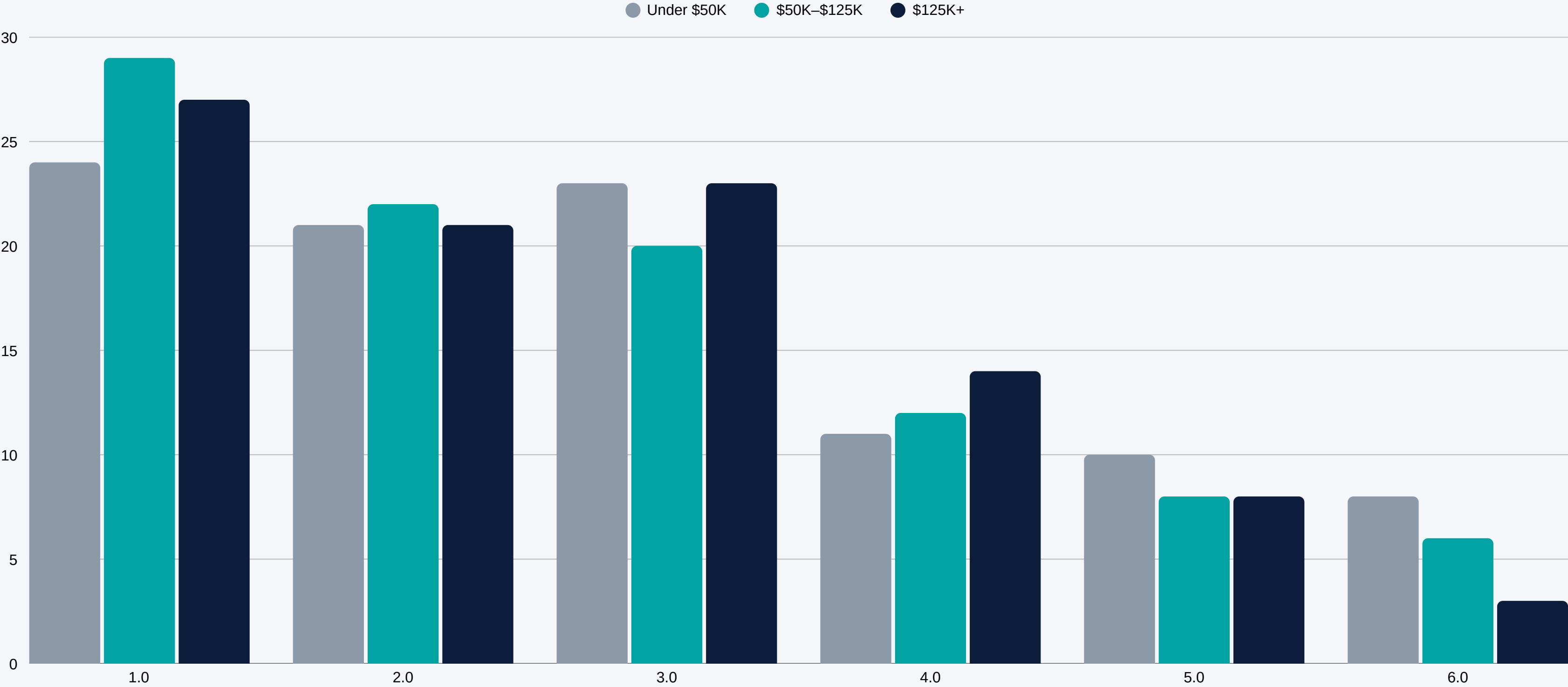
Q38: Dream Championship Outcome | Canada Total (n = 503)



KEY INSIGHT: Half of all championship desire (50%) centres on hockey or baseball — deeply Canadian franchises. But FIFA World Cup 2026 already captures 15% nationally and 24% among immigrants — a massive sponsorship runway as the tournament approaches.

INCOME LENS: WHO ARE THE HIGH-VALUE FANS?

% first choice by household income | Q36



KEY INSIGHT: Super Bowl over-indexes with \$125K+ households (14% vs 11% lower income). NBA nearly disappears at high income (3%). FIFA and hockey are remarkably flat across income — true mass-market properties.

STRATEGIC IMPLICATIONS FOR SPONSORS

Turning Insight Into Action

HOCKEY REMAINS THE CULTURAL BACKBONE — BUT DON'T OVER-INDEX

Stanley Cup + Men's Olympic Hockey capture 44% of championship desire. However, this audience skews older (55+), male, and Western. Sponsors relying solely on hockey miss younger, urban, multicultural Canadians.

FIFA 2026 IS THE LARGEST UNTAPPED SPONSORSHIP OPPORTUNITY

With 83% combined 1st/2nd choice among immigrants and 15% wanting Canada to win, FIFA 2026 offers unique access to a growing, diverse demographic that traditional sports properties cannot reach.

WINTER OLYMPICS = THE GENDER EQUALIZER

The only major event where women over-index men by 10 points. For brands targeting female consumers 35+, Olympic sponsorship delivers reach and relevance that NHL and FIFA cannot match.

REGIONALIZE YOUR ACTIVATION STRATEGY

Ontario = FIFA & Blue Jays. West = Stanley Cup. Atlantic = Hockey + Olympics. Quebec = NFL surprise. National campaigns with regional activation layers will outperform one-size-fits-all approaches.

INSIGHT. DRIVING. PROFIT.

Let's Unlock the Value of Canadian Sports Fandom

*For a deeper dive into the insight and what it means for your brand, reach out to
our team.*

consultimi.com

IMI International | Toronto • Melbourne • Tokyo