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Polling Research

As the Blue Jays take center stage in the “World” Series what Sports are Canadians currently Watching Most Often?

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Introduction and Methodology

The Toronto Blue Jays are one win away from winning the World Series and clearly there is much excitement in Toronto, across Ontario and in other parts of Canada. It's all happening at the time of the year when viewers have access to all the major sports whether it is Canada's national pastime, hockey, CFL/NFL football, NBA basketball, soccer, tennis, etc. To test Blue Jay mania, we commissioned Leger to ask Canadians what sports they're currently watching most often and asked them to share the top two.

The results confirm that hockey remains the sport watched by the largest plurality of Canadians. But baseball is ahead of hockey in Ontario and Atlantic Canada, amongst Canadians over 65 and amongst allophones but hockey remains dominant elsewhere.

Some 1527 respondents were surveyed by Leger for the ACS from October 24-26, 2025 and while a margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes, A probability sample of 1527 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20

Baseball overtakes hockey in Ontario and Atlantic Canada as the sport watched most often but lags behind elsewhere in the country

What sports are you currently following most often?								
1st choice	Total	Atl.	QC	ON	MB/SK	AB	BC	
Hockey	23%	22%	25%	17%	29%	37%	21%	
Football	7%	4%	5%	8%	9%	10%	5%	
Baseball	16%	23%	7%	23%	14%	9%	12%	
Basketball	4%	5%	1%	6%	4%	4%	5%	
Soccer	5%	7%	5%	6%	2%	5%	4%	
Tennis	3%	0%	5%	3%	1%	2%	2%	
Golf	2%	3%	3%	2%	0%	2%	3%	
Formula 1	4%	2%	3%	4%	5%	4%	4%	
Other	1%	2%	1%	2%	0%	5%	0%	
None	35%	31%	47%	29%	36%	22%	43%	

Baseball still behind other sports especially hockey as most watched amongst Canadians under 35 but amongst those over 65 baseball has surpassed hockey as most watched

October 24-26, 2025	What sports are you currently following most often?								
1st choice	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	65+
Hockey	23%	26%	19%	20%	19%	21%	26%	26%	23%
Football	7%	9%	4%	9%	8%	7%	6%	7%	5%
Baseball	16%	16%	15%	5%	5%	12%	20%	20%	24%
Basketball	4%	5%	4%	10%	6%	6%	4%	3%	1%
Soccer	5%	6%	4%	10%	6%	6%	7%	4%	2%
Tennis	3%	3%	3%	2%	4%	5%	1%	2%	3%
Golf	2%	3%	2%	2%	3%	2%	1%	1%	5%
Formula 1	4%	6%	2%	9%	4%	3%	4%	2%	3%
Other	1%	2%	1%	2%	2%	3%	2%	1%	0%
None	35%	24%	45%	31%	43%	34%	30%	35%	34%

Baseball enters into tie with soccer as most watched sport amongst allophones and baseball closes in on hockey amongst anglophones but hockey is dominant amongst francophones

1st choice	French	English	A language other than French or English
Hockey	27%	23%	11%
Football	4%	8%	7%
Baseball	7%	19%	12%
Basketball	1%	5%	9%
Soccer	4%	5%	12%
Tennis	3%	3%	4%
Golf	4%	2%	0%
Formula 1	3%	3%	6%
Other	1%	2%	0%
None	46%	31%	39%

Baseball made a massive rise over the past twelve months but hockey remains on top

Top two choices	October 2025	September 2024
Hockey	39%	39%
Football	17%	17%
Baseball	31%	12%
Basketball	10%	9%
Soccer	11%	12%

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