

Survey Findings Contradict Leiweke's Priority List for BMO Field CFL Far More Popular in Canada, Ontario and – yes – Toronto than MLS

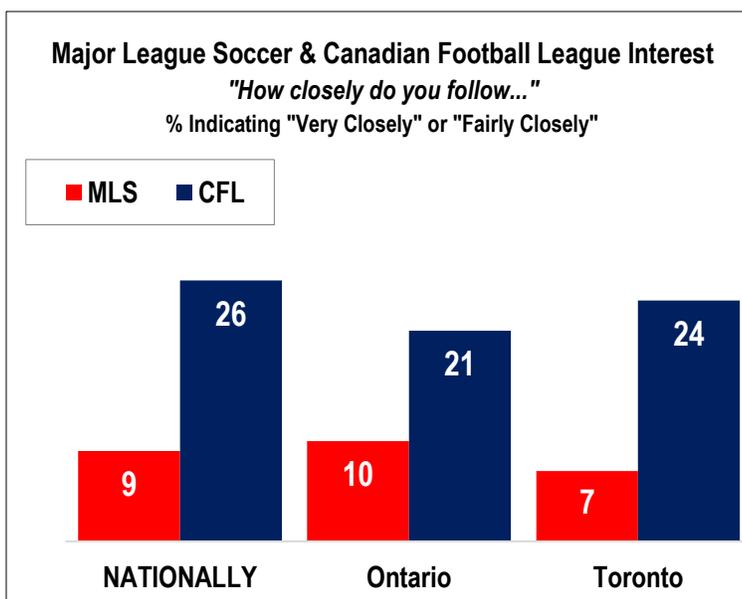
As the newly-expanded BMO Field is being readied to host its first Major League Soccer game this weekend, MLSE's CEO, Tim Leiweke has made it clear as to priorities for use of the stadium. "At the end of the day," he told the *Toronto Sun* this week, "it's first, TFC. Second, TFC. Third, TFC." The Argos clearly are not exactly high on his pecking order.

Yet, a new national survey of more than 4,000 Canadians – including more than 1,500 people from Ontario and almost 600 from Toronto – suggests that the Argonauts deserve a much higher ranking.

- The survey has found that some 26% of people **across the country** closely follow the Canadian Football League – second only to the NHL. Just 9% indicate that they are close followers of Major League Soccer.
- In **Ontario**, the CFL following is 21% compared to 10% for MLS.
- And in **Toronto**, only 7% say they are closely following Major League Soccer, compared to 24% for the Canadian Football League.

The survey of 4,022 Canadians was designed by trend-watcher Reginald Bibby of the University of Lethbridge and carried out by Vision Critical in February of this year. A probability sample of this size carries an error range of about 2% points either way, 19 times in 20.

The findings suggest that the Argonauts may not lack for fan support that readily exceeds that of Toronto FC, if in fact they are able to have the opportunity to share BMO field with the soccer team.



Dr. Reginald Bibby is a best-selling author and professor of sociology at The University of Lethbridge who has been monitoring social trends – including sports interest trends – in Canada now for four decades.

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Source: Reginald W. Bibby and Vision Critical,
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