



Responsible Gambling
Council of Ontario

Sports Betting Behaviours



Date: 18/12/2024
Project: 83204-003



Methodology



Method

Canadian online survey via Leger's LEO panel, with n=1147 Ontario residents aged 18+ and who bet on sports.

When

In field from the 22nd of November to the 6th of December 2024, inclusive

Margin of error

For comparison purposes, a probability sample of n=1147 yields a margin of error no greater than $\pm 2.9\%$, (19 times out of 20).

Weighting

Incidence weighting was completed by gender, age, and region, based on Statistics Canada data.

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Key Highlights



Key Findings

Watching Trends:

- 89% of respondents plan to watch at least one major sporting event with **Super Bowl LIX** and **Stanley Cup Playoffs** being the most popular.

• Betting Trends:

- 77% plan to bet on Big Games, and as with watching, Super Bowl LIX and Stanley Cup Playoffs are most likely to be bet on.
- Younger bettors (<45) favour events like FIFA Club World Cup and Asia Cricket World Cup, while older bettors (45+) lean toward more traditional North American events such as Super Bowl LIX and Stanley Cup Playoffs.
- Betting is prevalent in the GTA when it comes to FIFA Club World Cup as well as during regular seasons compared to many other regions.
- Most bets are made online through sportsbook websites (57%), followed by wagers with friends/family (40%) and lottery tickets (35%).
- Younger bettors and those betting regularly use multiple sportsbook platforms, averaging 1.8-2.5 sites depending on the event.
- Higher stakes are seen in events like the Asia Cricket World Cup. While average bet per game is \$200, events with **higher betting volumes** include Asia Cricket World Cup (\$437) and March Madness (\$323), particularly among younger demographics and BIPoC communities.

Motivations for Betting and Risks:

- Betting is driven primarily by winning money (47%) and enhancing game excitement (44%), and these are the top two criteria when betting on all specific Big Games. However, a smaller proportion (9%) of bets to recover previous losses, more common among younger and lower-income bettors.
- 41% report betting more than they can afford to lose.
- Younger bettors and BIPoC individuals are more likely to chase losses, feel guilt or stress due to gambling, and experience financial strain or other emotional impacts.
- 45% of respondents have placed bets while consuming alcohol, cannabis, or other substances.
- This behavior is more prevalent among younger demographics, BIPoC bettors, and those engaging in events like March Madness and Asia Cricket World Cup.

Approaches to Responsible Betting:

- 70% of bettors use sportsbook tools to manage their gambling (spending limits, personalized reports, etc.), especially younger and BIPoC respondents.
- Behavioral strategies include setting pre-determined betting limits (36%), treating betting as entertainment (30%), and avoiding increasing bets to recover losses (25%).
- 23% of respondents do not know how to verify if a sportsbook website is legally regulated.

89%

plan to watch at least one Big Game.

77%

plan to bet on at least one Big Game.

47%

will bet on a Big Game to win money.

70%

use at least one tool to manage their betting.

Key Findings

Event-Specific Observations:

- **Super Bowl LIX:** 48% plan to bet, with \$190 average bets. Popular among Caucasian and older demographics.
- **March Madness:** 23% plan to bet, with \$323 average bets. Appeals to younger bettors.
- **Asia Cricket World Cup:** 17% plan to bet, averaging \$437 per bet, highest among all events and more motivated by confidence in winning and recovering losses.
- **Stanley Cup Playoffs and MLB World Series:** Moderate betting engagement, averaging \$182-\$255 per game.

Regional Variations:

- **GTA (Greater Toronto Area):** Higher likelihood of betting on FIFA Club World Cup (42%) compared to other regions and GTA residents are more likely to bet weekly during the regular season (29%). They are also more likely to have ever bet more than they could afford to, felt they may have a gambling problem, and say gambling has caused them financial or health problems than many other regions of Ontario.
- **Hamilton-Niagara:** Higher focus on Big Game betting rather than weekly betting.
- **Eastern Ontario:** Higher average betting amounts during major events like Asia Cricket World Cup and more likely to use sportsbook tools (27%) to manage betting behavior.
- **Northern Ontario:** Least likely to watch or bet on events like March Madness (8%) and sports betting overall.

Ethnic Differences:

- BIPOC bettors are more likely to engage with FIFA and Asia Cricket World Cups, betting higher amounts and using multiple platforms.
- BIPOC individuals more likely to use responsible gambling tools such as spending limits and time management features.
- Caucasian Individuals focus on North American sports (Super Bowl, Stanley Cup) and are more likely to use legal sportsbook platforms exclusively.

Age and Gender Differences:

- Younger Demographics (18-44) exhibit higher betting frequency and engagement with multiple sportsbook platforms (2.5 sites on average) and place multiple in-game bets.
- They are more likely to bet on less traditional events (e.g., Asia Cricket World Cup, FIFA Club World Cup), bet under the influence of alcohol or cannabis, and chase losses or increase bets based on confidence of winning. They are more likely to admit they may have problems with gambling or betting irresponsibly.
- Older Demographics (45+) prefer betting on traditional North American events (e.g., Super Bowl LIX, Stanley Cup Playoffs).
- Those aged 45+ are more likely to bet lower amounts (<\$50), prefer single-game outcome bets, and use fewer sportsbook platforms (1-2 platforms).
- Men dominate sports betting, significantly more likely to bet on Big Games overall, particularly FIFA Club World Cup, MLB World Series, and March Madness and are more likely to bet on a sportsbook website for a Big Game (60% men vs. 49% women).
- Men are more likely to bet weekly during the regular season (28% vs. 16% of women) and are more likely to consume substances such as alcohol or other drugs when betting.
- In addition, men are more likely to feel they may have a problem with gambling
- Women are more likely to bet only on Big Games (28% vs. 20% men) and are more likely to watch Big Games at home with their partner, while men tend to watch at home alone.

Recommendations for Promoting Responsible Gambling:

Key Observations:

Younger and BIPOC Bettors face higher risks due to larger betting amounts, greater sportsbook usage, and chasing losses.

Regional Trends show higher engagement in the GTA and Eastern Ontario, requiring targeted education.

Gender Differences: Men are more likely to bet impulsively and under the influence of alcohol or cannabis.

Older Demographics remain conservative in betting but still engage frequently.

Recommendations:

Promote Responsible Gambling Tools:

- Focus on younger and BIPOC demographics displaying higher engagement and riskier behaviors.

Regional Education Campaigns:

- Increase outreach in high-engagement regions like the GTA and Eastern Ontario to promote awareness of responsible gambling strategies.

Address Substance Use:

- Develop messaging about the dangers of betting under the influence of alcohol or cannabis.

Gender-Specific Messaging:

- Highlight men's increased likelihood of impulsivity and risky behaviors during betting.

Improve Platform Awareness:

- Educate younger bettors on recognizing and using legal sportsbook websites.
- Partner with sportsbook platforms to enhance visibility and usage of responsible gambling features.

Conclusion:

The findings highlight significant engagement in sports betting across Ontario, with variations by region, gender, age, and ethnicity. While many bettors adopt responsible gambling strategies, targeted interventions are needed to address higher-risk behaviors among younger and BIPOC populations, as well as the influence of substance use and impulsivity during betting activities. Responsible gambling strategies must target younger, BIPOC, and high-risk bettors, with tailored interventions for regional, gender-based, and behavioral challenges.

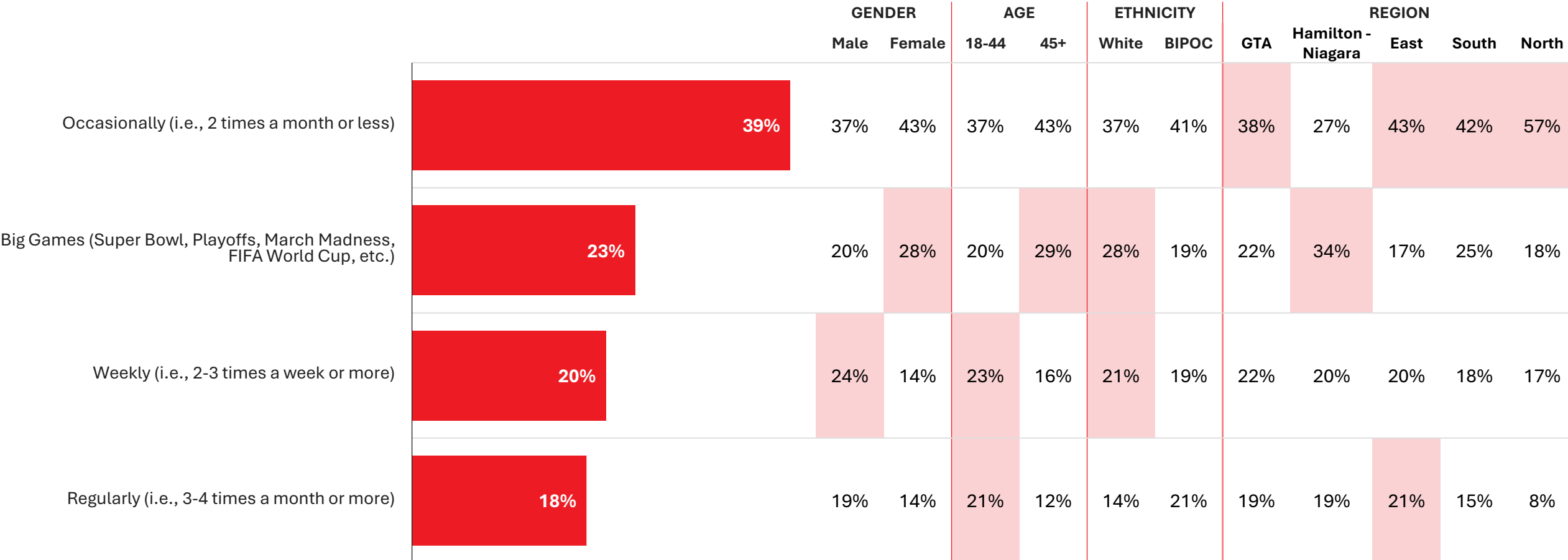
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The Regular Season



Four-in-ten (39%) say they bet on sports occasionally during the year.

Two-in-ten (20%) say they bet on sports weekly, and (18%) say they bet regularly, while nearly a quarter (23%) say they bet on Big Games. Demographically, females (28% vs. males 20%) and those aged 45+ (vs. those 18-44) tend to bet on Big Games during the year. However, males (24% vs. females 14%), those aged 18-44 (vs. 45+) and those of white ethnic background (21%) tend to bet weekly. Regionally, those in Hamilton-Niagara are least likely to bet occasionally on sports during the year but more likely to bet on Big Games than other regions of Ontario.



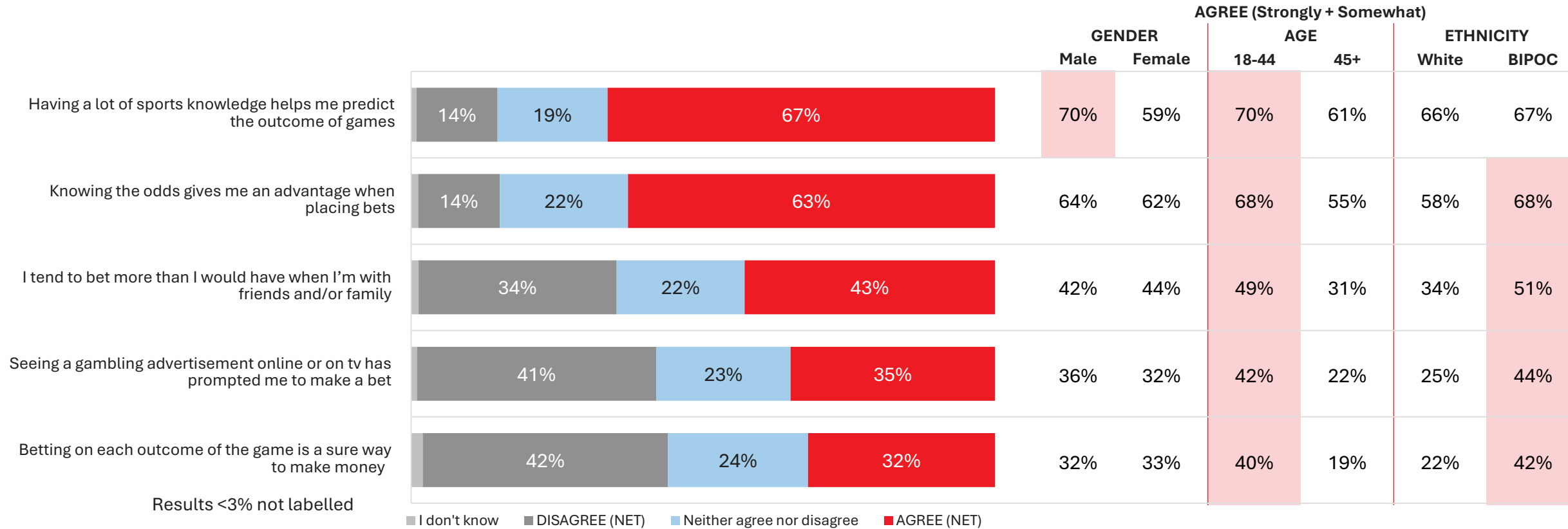
QBETTINGBEHAVIOUR. How often, if at all, do you bet on sports during a year (12 months)?

Base: ALL n=1147

Significantly higher than its counterparts 8

Two-thirds (67%) agree their sports knowledge helps them predict game outcomes.

Six-in-ten (63%) believe that knowing the odds gives them an advantage when placing bets. Social settings also influence betting behavior, with 43% agreeing they tend to bet more when with friends and/or family, 35% admit that gambling advertisements online or on TV have prompted them to bet, and 32% believe that betting on each outcome of a game is a sure way to make money. Younger (aged 18-44) Ontarians and BIPOC individuals are significantly more likely to agree with most, if not all, sentiments around sports betting vs. their counterparts. However, some disagree with these notions, with four-in-ten disagreeing that betting on each outcome is a sure way to make money (42%) or that advertisements prompt them to bet (41%). A third (34%) disagree that they bet more in when with friends and/or family, while fewer respondents disagree with the predictive value of sports knowledge or the advantage of knowing the odds (14% each).



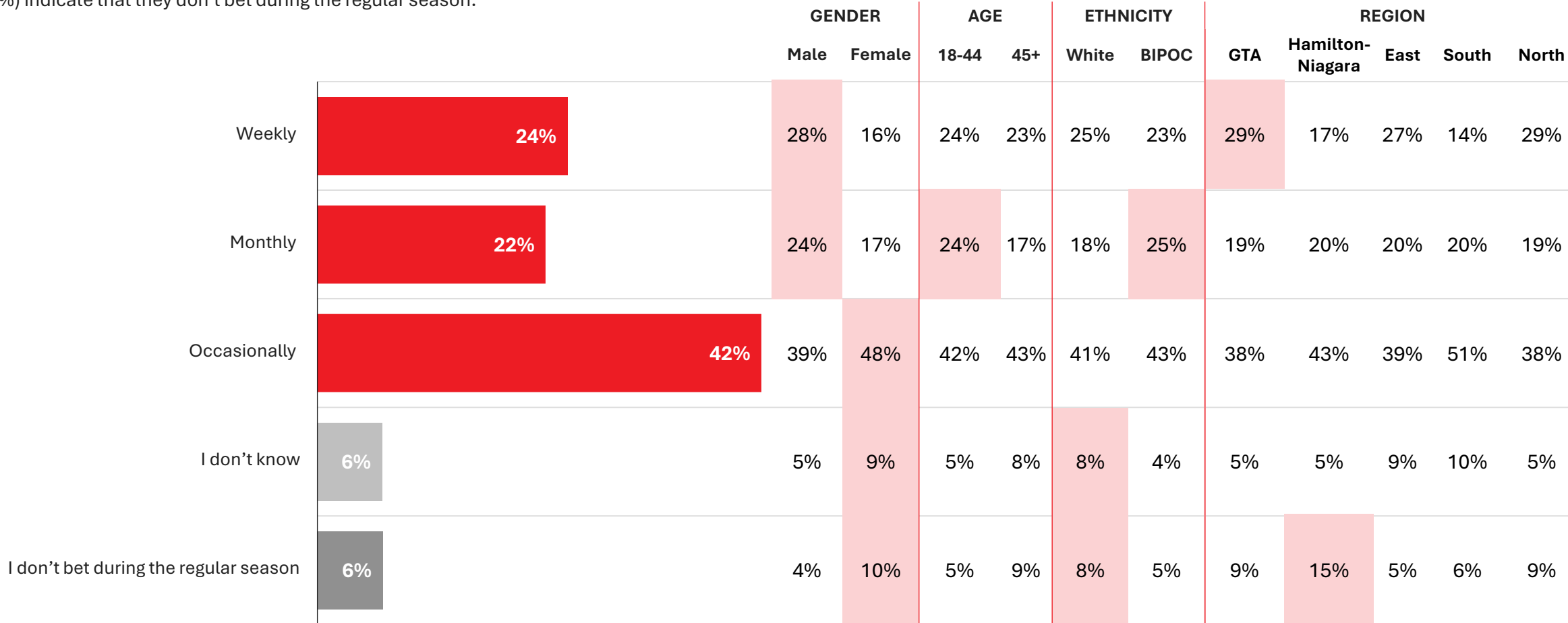
Q1A. To what extent do you agree or disagree with the following statements:

Base: ALL n=1147

Significantly higher than its counterparts

Four-in-ten (42%) expect to bet occasionally during the regular season.

Two-in-ten (24%) expect to bet weekly during the regular season, followed by 22% who expect to bet monthly. A small percentage (6%) either don't bet or are unsure. Demographically, females (48% vs males 39%) and those in the South region are more likely to bet occasionally during the regular season. Males (28%) and those in the GTA (29%) are more likely to bet weekly. Additionally, males (24% vs. females 17%), younger individuals aged 18-44 (vs. 45+), and BIPOC respondents tend to bet monthly. Notably, females (10% vs males 4%), White respondents (8% vs BIPOC 5%), and those in the Hamilton-Niagara region (15%) indicate that they don't bet during the regular season.



Q1B. How often do you expect to bet during the regular season?

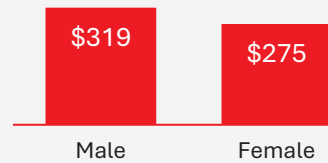
Base: ALL n=1147

The average amount participants expect to bet during the regular season is \$303.

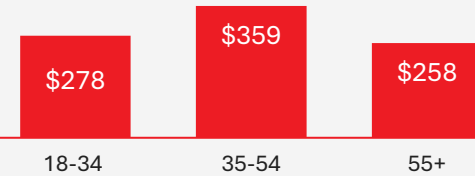
Few significant demographic differences exist here, however, those aged 35-54 bet significantly more money than those aged 55+ and those in the GTA wager significantly more than those in Hamilton-Niagara during the regular season. When it comes to those who are planning to bet on Big Games, however, that average bet during the regular season sits at \$496 for those betting on March Madness, \$440 among Asia Cricket World Cup bettors, and \$427 for those planning to bet on MLB World Series.



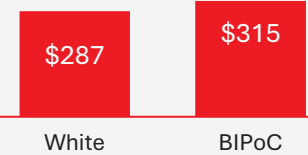
AVERAGE \$ BY: GENDER



AGE



ETHNICITY



REGION



Q2. How much do you expect to bet during the regular season?

Base: ALL n=1147

MEAN \$ AMOUNT (excluding I don't know/outliers) n=801

Ontario bettors use an average of nearly two sportsbook websites/platforms during the regular season.

Four-in-ten (39%) use just one site, with those aged 45+ and Caucasian bettors more likely to use one or none vs. their counterparts. Younger bettors (aged 18-44) are significantly more likely to use multiple sportsbooks during the regular season, with an average of 2.1 vs. 1.3 used by those aged 45+. BIPOC individuals are similarly more likely to use two or more sportsbooks during the regular season (2.1 vs. 1.5 of Caucasian bettors). Moreover, 5% use 5 or more websites. Regionally, those in the GTA use a higher average of sportsbook websites/platforms when betting on the regular season while their counterparts are significantly more likely to be among the 12% who use none.

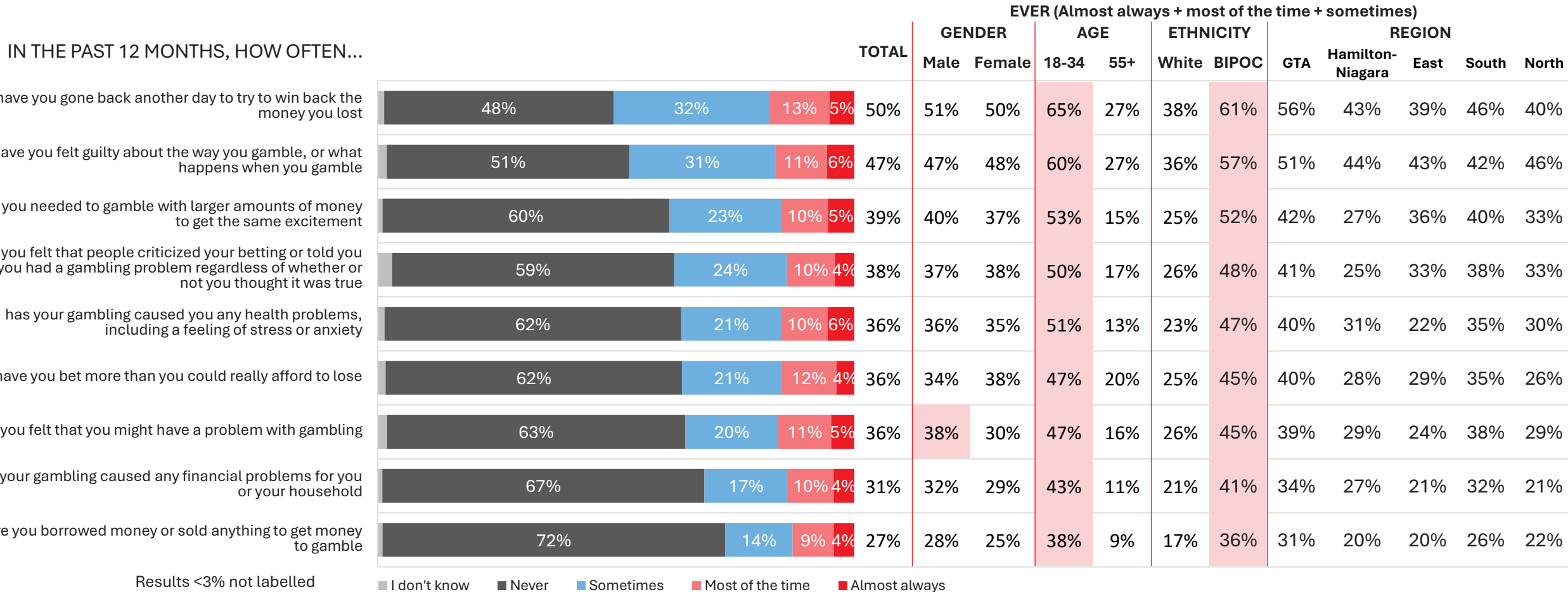
	GENDER		AGE		ETHNICITY		GTA	REGION			
	Male	Female	18-44	45+	White	BIPOC		Hamilton-Niagara	East	South	North
None	10%	17%	6%	23%	17%	8%	8%	19%	23%	14%	20%
One site	40%	38%	37%	43%	44%	34%	37%	40%	38%	43%	40%
Two sites	30%	27%	32%	22%	25%	32%	33%	26%	23%	23%	22%
Three sites	12%	10%	13%	7%	8%	14%	12%	10%	7%	10%	9%
Four sites	3%	4%	4%	2%	4%	4%	4%	1%	3%	5%	3%
Five or more sites	6%	5%	8%	1%	2%	8%	6%	3%	7%	5%	5%
Average # sites	1.9	1.7	2.1	1.3	1.5	2.1	2.0	1.5	1.6	1.7	1.7

Q3. How many sportsbook websites/platforms do you use when betting on regular season games:

Base: ALL n=1147

Half (50%) report ever going back another day to try to win back money they lost.

Additionally, a total of 47% acknowledged ever feeling guilty about the way they gamble, while around four-in-ten respondents have ever faced significant gambling-related issues, such as needing to gamble with larger amounts of money to maintain excitement (39%), being criticized for their betting behavior (38%), experiencing health problems, including stress or anxiety, due to gambling (36%), betting more than the could afford to lose (36%), and feeling they might have a problem with gambling (36%). Moreover, 31% indicate they ever felt gambling has caused financial problems, and 27% admit to ever borrowing money or selling anything to fund gambling. These challenges are disproportionately concentrated among younger respondents (18-34) and those from BIPOC backgrounds compared to their counterparts.



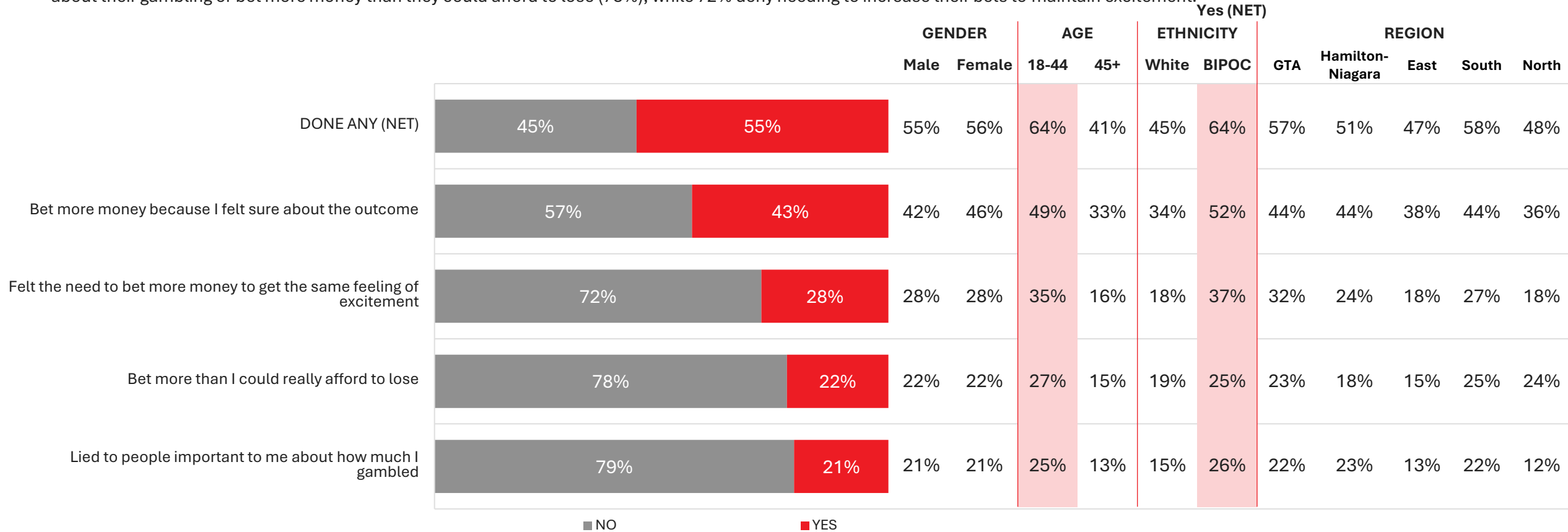
Q4. When you think of the past 12 months, how often...

Base: ALL n=1147

Significantly higher than its counterparts₁₃

Four-in-ten (43%) bet more money because they felt they ‘couldn’t lose’.

A quarter (28%) felt the need to bet more money to get the same level of excitement, while 22% bet more than they could afford to lose and 21% lied about how much they gambled. More than half (55%) reported doing at least one of these things when sports betting. Notably, these behaviours are significantly prevalent among younger demographics 18-34 and those of BIPOC ethnic background vs. their counterparts. Men and women are equally likely to have done any of these things, and regionally, there are few significant differences, however, those in the GTA are more likely to have felt the need to bet more to get the same excitement and lied to people about how much money they gamble with compared to those in Eastern Ontario. However, the majority of respondents (79%) say they have not lied about their gambling or bet more money than they could afford to lose (78%), while 72% deny needing to increase their bets to maintain excitement.



Q5. Thinking about sports betting overall, which of the following, if any, have you done?

Base: ALL n=1147

Significantly higher than its counterparts₁₄

Nearly six-in-ten (57%) place bets only on legal sportsbook website(s).

Nearly a quarter (23%) of respondents place bets on sportsbooks that offer the best odds or promotions, provided the website is legal. However, 7% report placing bets on whatever website(s) that has the best odds or promotion regardless of their legality, while 10% admit to being uncertain about whether the sportsbook they use is legal. A small proportion (3%) say it does not matter to them whether the sportsbook is legal or not. Demographically, older respondents (45+) and Caucasians are significantly more likely to bet exclusively on legal sportsbook platforms, as well as those who only bet on Big Games. In contrast, younger respondents aged 18-44, those from BIPOC backgrounds, regular sports bettors, and those who admit they have bet more than they could afford to lose are more inclined to place bets on sportsbooks with the best odds or promotions, as long as the platforms are legal.

		AGE		ETHNICITY		BET MORE THAN COULD AFFORD		BET ON SPORTS			
		18-44	45+	White	BIPOC	Yes	No	Weekly	Regularly	Occasion-ally	Big Games
Place bets only on legal sportsbook website(s)	57%	51%	68%	68%	49%	42%	62%	54%	47%	59%	65%
Place bets on whatever sportsbook website(s) has the best odds or promotion if the website is legal	23%	28%	12%	12%	31%	35%	19%	25%	37%	18%	17%
Place bets on whatever sportsbook website(s) has the best odds or promotion- doesn't matter if its legal	7%	9%	3%	5%	8%	10%	6%	8%	9%	8%	4%
I don't know if a sportsbook website is legal	10%	8%	12%	12%	8%	10%	10%	8%	5%	11%	12%
It doesn't matter is a sportsbook website is legal	3%	3%	5%	3%	3%	3%	4%	5%	2%	4%	2%

Q6. When placing your bets online, are you most likely to:

Base: ALL n=1147

The majority (64%) say they check to see if the site is regulated to ensure it legality when placing an online bet.

Those using sportsbook websites during the regular season (67%) are more likely to check if a site is regulated when placing an online bet than those who do not (36%), and regionally, those in Hamilton-Niagara will do this. However, 23% admit they don't know how to verify if a site is regulated, 11% are unsure whether a site is legal, and a small portion (3%) say it doesn't matter if a site is legal when betting online. It is notable that those who will be more likely to bet more often are also more likely to admit they don't know how to check if a site is regulated, such as those aged 18-44 (26% vs. 17% aged 45+), and those who bet regularly during the regular season (31% vs. 21% who bet more or less often). Older participants (45+) are more likely to be unsure whether a site is legal when placing a bet online (15% vs. 9% aged 18-44) as are those outside of Hamilton-Niagara. When it comes to betting on Big Games, those who will be betting on the Asia Cricket World Cup are significantly more likely to be unsure how to check if a site is regulated.

	REGION					PLAN TO BET ON					
	GTA	Hamilton-Niagara	East	South	North	Super Bowl LIX	March Madness	Stanley Cup Playoffs	MLB World Series	FIFA Club World Cup	Asia Cricket World Cup
I check to see if the site is a regulated site	62%	75%	60%	62%	55%	69%	66%	68%	70%	71%	59%
I don't know how to check if a site is a regulated site	24%	17%	23%	25%	19%	20%	21%	22%	19%	17%	31%
I don't know if a site is legal	12%	4%	12%	10%	16%	9%	11%	8%	8%	8%	8%
It doesn't matter if a site is legal	2%	4%	5%	3%	10%	2%	1%	2%	3%	4%	2%

Q7. When placing bets online, how do you know if a sportsbook website is legal?

Base: ALL n=1147

A quarter (25%) say they always/often feel anger or frustration as a result of losing a bet, while 36% sometimes do.

Four-in-ten (37%) report rarely or never feeling frustrated. Younger respondents aged 18–44 (compared to those 45+), those who identify as BIPOC, and those who use substances while betting are more likely to feel angry or frustrated often or always when they lose a bet. In contrast, their counterparts rarely or never angry or frustrated after losing a bet. When it comes to those betting on Big Games, those who will be betting on the Asia Cricket World Cup are significantly more likely to be to admit they always/often feel anger or frustration after losing (51% vs. 33% betting on any other Big Game).

		GENDER		AGE		ETHNICITY		PLACED BETS USING SUBSTANCES			
		Male	Female	18-44	45+	White	BIPOC	Alcohol	Cannabis	Other Drugs	None
(Net) ALWAYS/OFTEN	25%	24%	28%	32%	14%	20%	31%	30%	34%	47%	19%
Always	7%	6%	10%	9%	4%	5%	9%	7%	10%	9%	6%
Often	18%	18%	18%	23%	11%	15%	22%	23%	24%	38%	13%
Sometimes	36%	37%	35%	40%	31%	33%	39%	38%	40%	43%	34%
(Net) RARELY/NEVER	37%	38%	35%	27%	54%	47%	28%	31%	26%	11%	45%
Rarely	23%	24%	22%	19%	32%	28%	19%	23%	21%	8%	25%
Never	13%	13%	13%	8%	22%	19%	9%	8%	5%	3%	19%
I prefer not to answer	1%	1%	2%	2%	1%	<1%	2%	1%	<1%	<1%	2%

Q8. When you lose a bet, how often do you feel anger or frustration as a result, if at all?

Base: ALL n=1147

Significantly higher than its counterparts

Nearly a third (31%) feel frustrated after losing a bet but don't act on it.

Frustration after losing a bet sometimes resulted in placing another bet to recover their losses (18%), shouting/verbally expressing their anger (14%), or more violent actions such as throwing objects (6%) or punching a wall (5%). However, 22% report engaging in another activity to distract themselves after losing a bet, while 11% sought comfort from others, and 38% say they did none of these things out of frustration after losing a bet. Demographically, younger respondents (18–44) compared to older respondents (45+), those from BIPOC backgrounds, and individuals who placed bets while consuming substances such as alcohol (38%) or other drugs (40%) are more likely to feel frustrated. Notably, behaviours such as shouting, slamming objects, or placing additional bets, sought comfort from others, are particularly prevalent among younger demographics, individuals from BIPOC backgrounds, and those who consumed substances like cannabis or other drugs while betting.

		AGE		ETHNICITY		SUBSTANCE USE			
		18-44	45+	White	BIPOC	Alcohol	Cannabis	Other Drugs	None
Feel frustrated	31%	37%	20%	26%	34%	38%	33%	40%	26%
I engaged in another activity to distract myself (e.g., scrolled social media)	22%	28%	11%	13%	30%	28%	30%	27%	19%
I placed another bet to try and recover my loss	18%	22%	11%	13%	22%	23%	35%	27%	12%
Shouted or verbally expressed my anger	14%	17%	7%	9%	18%	20%	23%	36%	8%
I sought comfort from others	11%	15%	3%	6%	15%	18%	17%	24%	6%
I have thrown or slammed objects	6%	8%	3%	5%	8%	7%	12%	24%	2%
Punched a wall	5%	6%	2%	2%	7%	7%	16%	15%	1%
None of the above	38%	26%	58%	51%	26%	25%	20%	5%	52%
I prefer not to answer	2%	1%	2%	1%	2%	1%	<1%	<1%	1%

Q9. Have you done any of the following out of frustration after losing a bet? Please select all that apply.

Base: ALL n=1147

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Watching &
Betting on
Big Games:

by Total



Ethnicity and age play significant roles when watching Big Games.

While men and women are similarly likely to watch most big sporting events (other than MLB World Series), younger Ontario sports bettors (aged <45) are significantly more likely to watch FIFA Club World Cup and Asia Cricket World Cup, while those aged 45+ are more likely to be watching Super Bowl LIX, Stanley Cup Playoffs, and MLB World Series. Caucasian individuals are significantly more likely to be watching Big Games overall, especially when it comes to Super Bowl LIX, Stanley Cup Playoffs, and MLB World Series, whereas BIPOC individuals say they'll be watching FIFA Club World Cup and Asia Cricket World Cup. Few significant regional differences exist here, however, watching FIFA Club World Cup is more popular among those in the GTA (58%) vs. the East (43%), South (43%) and North (29%) parts of Ontario, and March Madness is least popular among Northern Ontarians (8% vs. 29% in the rest of the province).

Plan on watching...

	GENDER		AGE		ETHNICITY	
	Male	Female	18-44	45+	White	BIPOC
ANY (NET)	90%	87%	88%	91%	93%	85%
...Super Bowl LIX	64%	62%	58%	72%	75%	52%
...Stanley Cup Playoffs	59%	58%	53%	69%	75%	44%
...FIFA Club World Cup	52%	48%	53%	46%	41%	60%
...MLB World Series	48%	36%	39%	53%	51%	37%
...March Madness	29%	28%	29%	27%	26%	30%
...Asia Cricket World Cup	19%	16%	24%	7%	6%	29%
...another big game	7%	8%	7%	7%	6%	8%

Q10. Which of the following, if any, do you plan on doing?

Base: ALL n=1147

Significantly higher than its counterparts

Men and younger Ontarians are more likely to bet on the Big Games.

Men (vs. women) are significantly more likely to bet on Big Games overall, particularly on FIFA Club World Cup, MLB World Series, March Madness, and Asia Cricket World Cup. While those aged 45+ are more likely to bet on Stanley Cup Playoffs, those under age 45 prefer to bet on FIFA Club World Cup, March Madness, and Asia Cricket World Cup. FIFA Club World Cup and Asia Cricket World Cup are more likely to be bet on by BIPOC individuals while Caucasian Ontarians are placing bets on Super Bowl LIX and Stanley Cup Playoffs. Regional betting behaviour is similar to watching behaviour, with those in the GTA more likely to place bets on FIFA Club World Cup (42%) vs. the East (19%), South (30%) and North (20%) parts of Ontario,

Placing a bet on...

	GENDER		AGE		ETHNICITY	
	Male	Female	18-44	45+	White	BIPOC
ANY (NET)	80%	72%	79%	74%	75%	79%
...Super Bowl LIX	49%	45%	45%	52%	54%	42%
...Stanley Cup Playoffs	42%	38%	38%	46%	48%	35%
...FIFA Club World Cup	39%	29%	41%	25%	23%	46%
...MLB World Series	29%	22%	26%	27%	29%	25%
...March Madness	26%	18%	26%	18%	22%	25%
...Asia Cricket World Cup	19%	13%	24%	5%	6%	27%
...another big game	8%	9%	8%	8%	7%	9%

Q10. Which of the following, if any, do you plan on doing?

Base: ALL n=1147

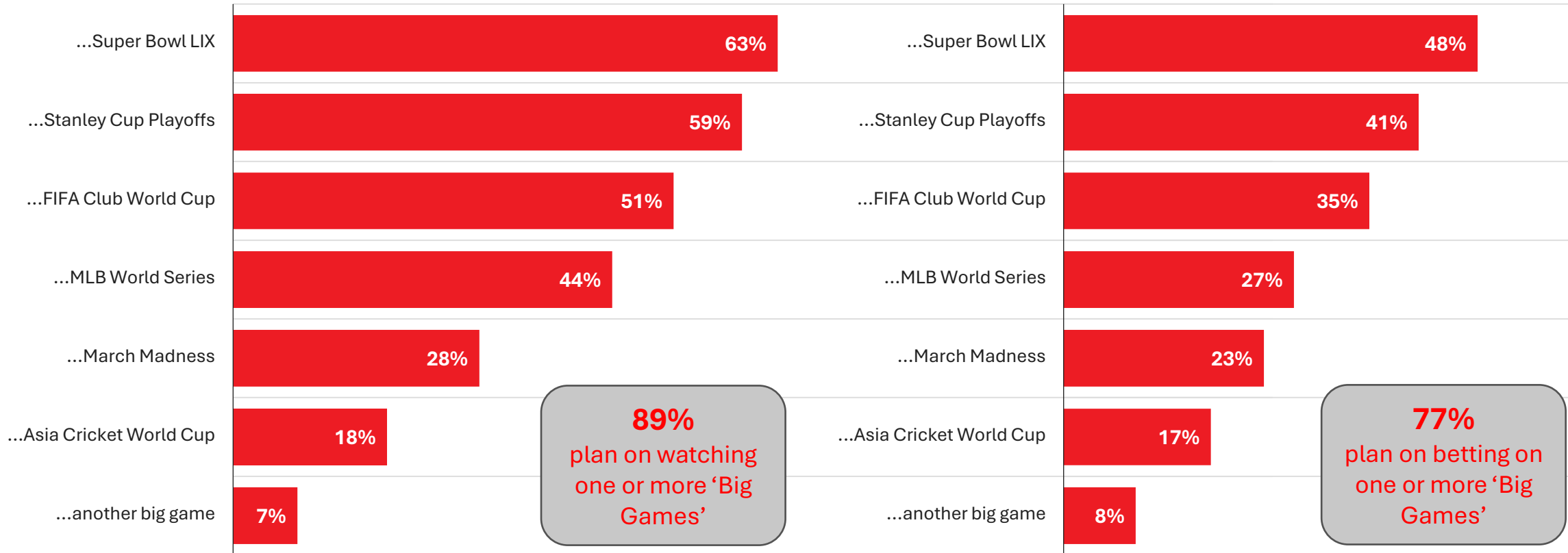
Significantly higher than its counterparts

The majority plan to watch (89%) and/or bet on (77%) at least one major sporting event, with Super Bowl LIX and Stanley Cup Playoffs most mentioned.

March Madness and the Asia Cricket World Cup are less popular among Ontario sports bettors.

Plan on watching...

Placing a bet on...

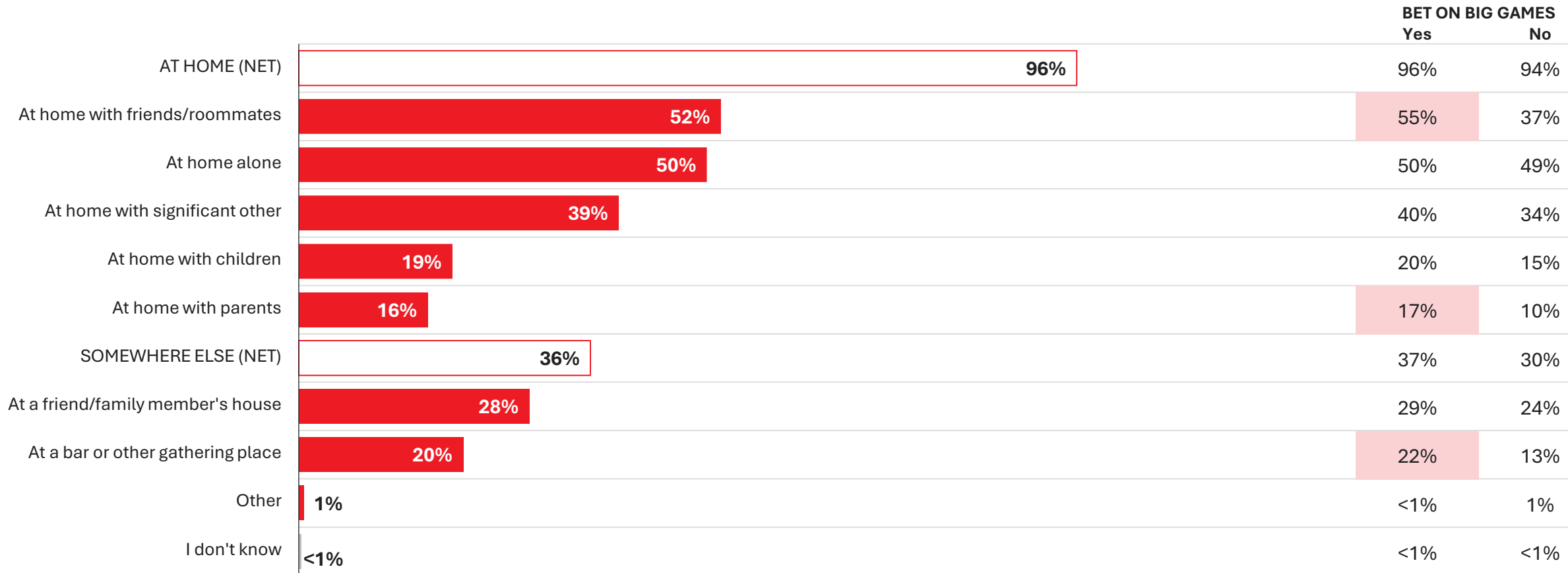


Q10. Which of the following, if any, do you plan on doing?

Base: ALL n=1147

Nearly all will be watching a Big Game from home either alone, with friends, or with their significant other.

Men (vs. women) are more likely to be watching at home alone, while women are more likely to be watching at home with their partner. The youngest Ontarians (aged 18-35) are significantly more likely to be watching at home with their parents, as are those in Southern Ontario (21%), the GTA (16%), and Eastern Ontario (16%) vs. those in Northern Ontario (8%) or Hamilton-Niagara (6%). Ontarians who will be betting on Big Games are significantly more likely than non-bettors to be watching from home with friends/roommates or parents, or to be watching at a bar or other gathering place outside the home.



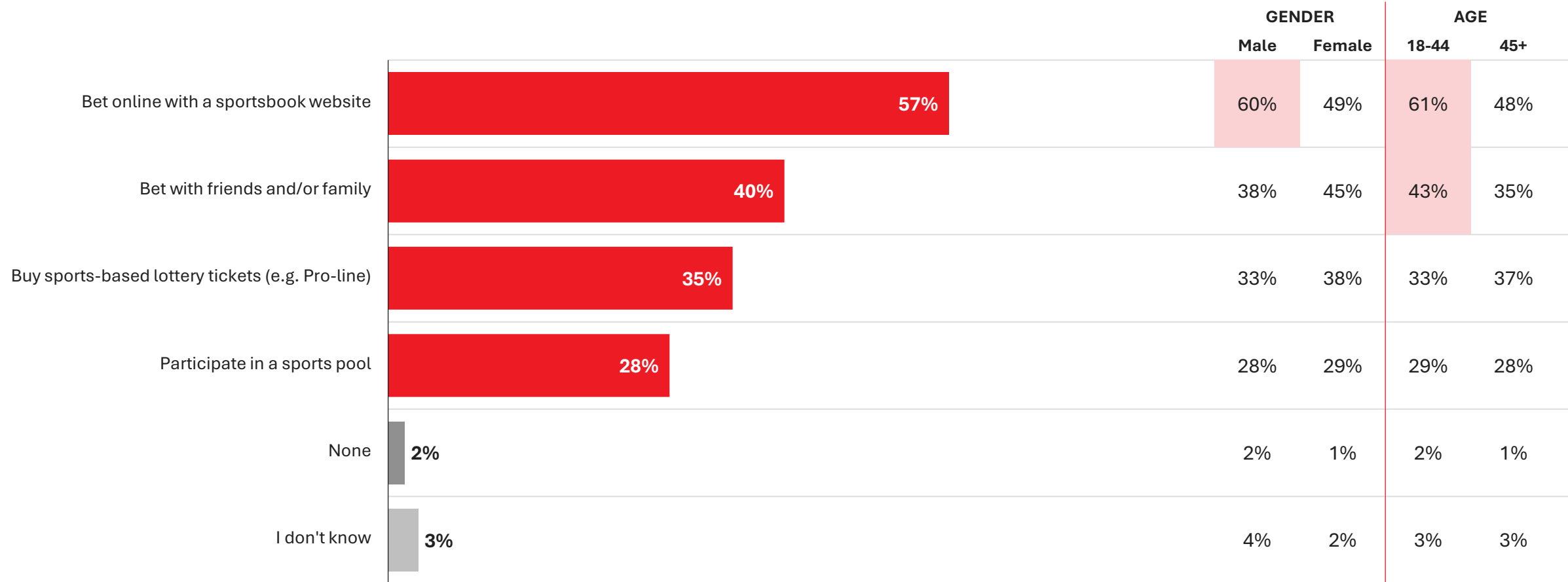
Q11. Where do you usually watch a Big Game?

Base: Those planning to watch a Big Game at Q10 n=1036

Significantly higher than its counterparts

More than half (57%) bet online with a sportsbook website.

Those betting via a sportsbook website are significantly more likely to be men and those aged <45. Another 40% bet with friends and/or family, especially those aged 18-44 vs. 45+, while 35% buy sports-based lottery tickets and 28% participate in a sports pool. There are no significant ethnicity or regional differences in how Ontarians will be placing their bets.



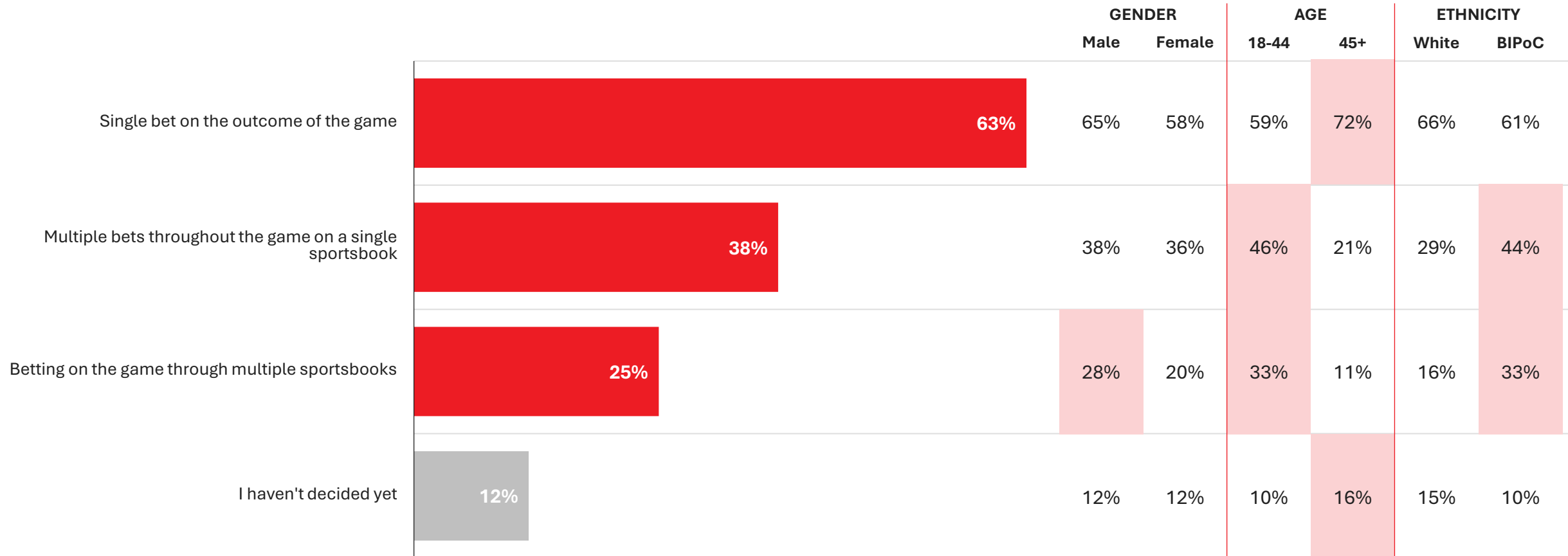
Q12. How will you be making your bets? Please select all that apply.

Base: Those planning to bet on a Big Game at Q10 n=891

Significantly higher than its counterparts

Nearly two-thirds (63%) intend to place a single bet on the outcome of the game.

Four-in-ten (38%) plan on multiple bets throughout the game on a single sportsbook and 25% will be betting on the game through multiple sportsbooks, with men more likely than women to be planning on the latter betting method. Ontarians aged 18-44 and those who identify as BIPOC are significantly more likely to be placing multiple bets throughout the game on a single sportsbook and betting through multiple sportsbooks vs. their counterparts. Additionally, those who bet on sports weekly or regularly are significantly more likely than those betting less often to place multiple bets throughout the game (50% vs. 24% betting on Big Games only) and be betting through multiple sportsbooks (37% vs. 12% betting on Big Games only).



Q13. What kind of bets do you plan on making?

Base: Those planning to bet on a Big Game at Q10 n=891

Significantly higher than its counterparts

The average amount Ontarians plan to bet on a Big Game is just over \$200.

However, this amount increases based on age (dollar value decreases as age increases), ethnicity (BIPOC individuals are planning to bet more than double their Caucasian counterparts), and region (particularly high among Eastern Ontarians). Those who use sportsbook websites during the regular season will be more than three times the amount on a Big Game compared to those who don't use these sites during the regular season. Moreover, weekly (\$255) and regularly (\$323) are more likely to bet higher amounts on a Big Game than the \$143 that those who only bet on Big Games intend to wager. It is notable that those with an income of \$100K+ are significantly more likely to bet \$50 or less (44% vs. 27% earning <\$60K) while lower earners are significantly more likely to bet more than \$500 (12% vs. 5% with a household income of \$100K+). This is a reversal from betting during the regular season, where lower income bettors place average bets of \$250 vs. \$340 among those earning more.

		AGE			ETHNICITY		USE SPORTS-BOOK SITES		REGION				
		18-34	35-54	55+	White	BIPOC	ANY (NET)	None	GTA	Hamilton - Niagara	East	South	North*
\$20 or less	18%	15%	17%	27%	27%	10%	16%	39%	16%	31%	23%	14%	26%
Between \$21 and \$50	17%	14%	17%	25%	21%	13%	16%	26%	14%	18%	9%	25%	18%
Between \$51 and \$100	17%	17%	21%	9%	16%	18%	17%	14%	18%	16%	15%	17%	3%
Between \$101 and \$250	11%	14%	11%	7%	9%	14%	12%	2%	14%	10%	9%	5%	17%
Between \$251 and \$500	9%	10%	9%	4%	4%	12%	9%	3%	9%	3%	9%	10%	7%
More than \$500	9%	12%	8%	3%	4%	13%	9%	<1%	9%	2%	16%	7%	9%
I don't know	20%	19%	17%	27%	19%	19%	20%	17%	19%	19%	20%	21%	20%
AVERAGE BET \$\$	\$214	\$268	\$205	\$98	\$128	\$291	\$227	\$62	\$227	\$105	\$416	\$161	\$253

Q14. How much money do you expect to bet on a Big Game?

Base: Those planning to bet on a Big Game at Q10 n=891 *small base size n=<50 results indicative only

Significantly higher than its counterparts

Over a third (36%) ensure they will stay within a pre-determined betting limit when wagering on a Big Game and 30% plan to view it as just entertainment.

A quarter avoid increasing bets to recover losses from, previous bets (25%), avoid betting when emotionally distressed (24%), and/or try not to bet based on a previous win (23%). Refraining from betting under the influence of alcohol or drugs (19%), limiting the number of live/in-play bets (18%), and limiting the use of betting promotions (15%) are other approaches to Big Game betting, while 15% use tools in betting platforms to set limits before placing bets. This last approach is particularly common among younger bettors (<age 45) and those who use sportsbook sites during the regular season.

		AGE		ETHNICITY		USE SPORTS- BOOK SITES	
		18-44	45+	White	BIPoC	ANY (NET)	None
Ensure I stay within a pre-determined betting limit	36%	32%	43%	41%	32%	36%	43%
Primarily view sports betting as entertainment rather than a way to make money	30%	29%	31%	33%	27%	29%	34%
Avoid increasing bets to recover losses from previous bets	25%	25%	26%	23%	26%	26%	18%
Avoid betting when feeling emotionally distressed (ie. anxious, upset)	24%	25%	21%	21%	26%	24%	17%
Try to maintain, avoid increasing, or placing additional bets based on a previous win	23%	26%	18%	18%	27%	24%	11%
Refrain from betting while under the influence of alcohol and drugs	19%	18%	21%	19%	19%	19%	19%
Limit the number of live or in-play bets I make	18%	19%	17%	19%	17%	19%	9%
Use tools in betting platforms to set limits before placing bets	15%	17%	10%	12%	17%	16%	5%
Limit my use of betting promotions	15%	14%	15%	13%	16%	15%	12%
I don't know	10%	8%	13%	15%	5%	9%	16%

Q15. In what ways, if any, do you plan to approach your Big Game betting? Please select all that apply.

Base: Those planning to bet on a Big Game at Q10 n=891

Significantly higher than its counterparts

Ontarians mainly bet on the Big Game to win money (47%) and to make the game more exciting (44%), however, 9% are chasing their losses from last year.

These reasons are more than double any other when it comes to betting on the Big Game. Making the game more exciting is mentioned significantly more by those aged 45+, Caucasian Ontarians, and those with household incomes of \$60K or more vs. their counterparts. Two-in-ten bet on the Big Game because they are knowledgeable about the teams/players (20%), others are placing bets (20%), they are confident about winning (20%), and because their favourite team is playing (19%). Just 9% are betting to make up for their losses last year, particularly among the demographics that indicated higher betting amounts earlier at Q14, that is, younger Ontarians, BIPoC individuals, and those earning less than \$100K.

		AGE		ETHNICITY		INCOME		
		18-44	45+	White	BIPoC	<\$60K	\$60K- <\$100K	\$100K+
To win money	47%	47%	46%	49%	44%	48%	48%	44%
To make the game more exciting	44%	39%	54%	51%	38%	36%	53%	48%
Because I am knowledgeable about the teams/players	20%	22%	17%	20%	21%	18%	22%	23%
Because my friends and/or family are placing bets	20%	21%	18%	18%	22%	18%	19%	25%
Because I feel confident about my chances of winning	20%	23%	14%	12%	26%	21%	22%	16%
Because my favourite team/player is playing	19%	18%	19%	17%	20%	17%	21%	19%
To make up for my losses last year	9%	12%	2%	5%	12%	10%	12%	5%
I prefer not to answer	2%	2%	1%	1%	3%	1%	1%	2%

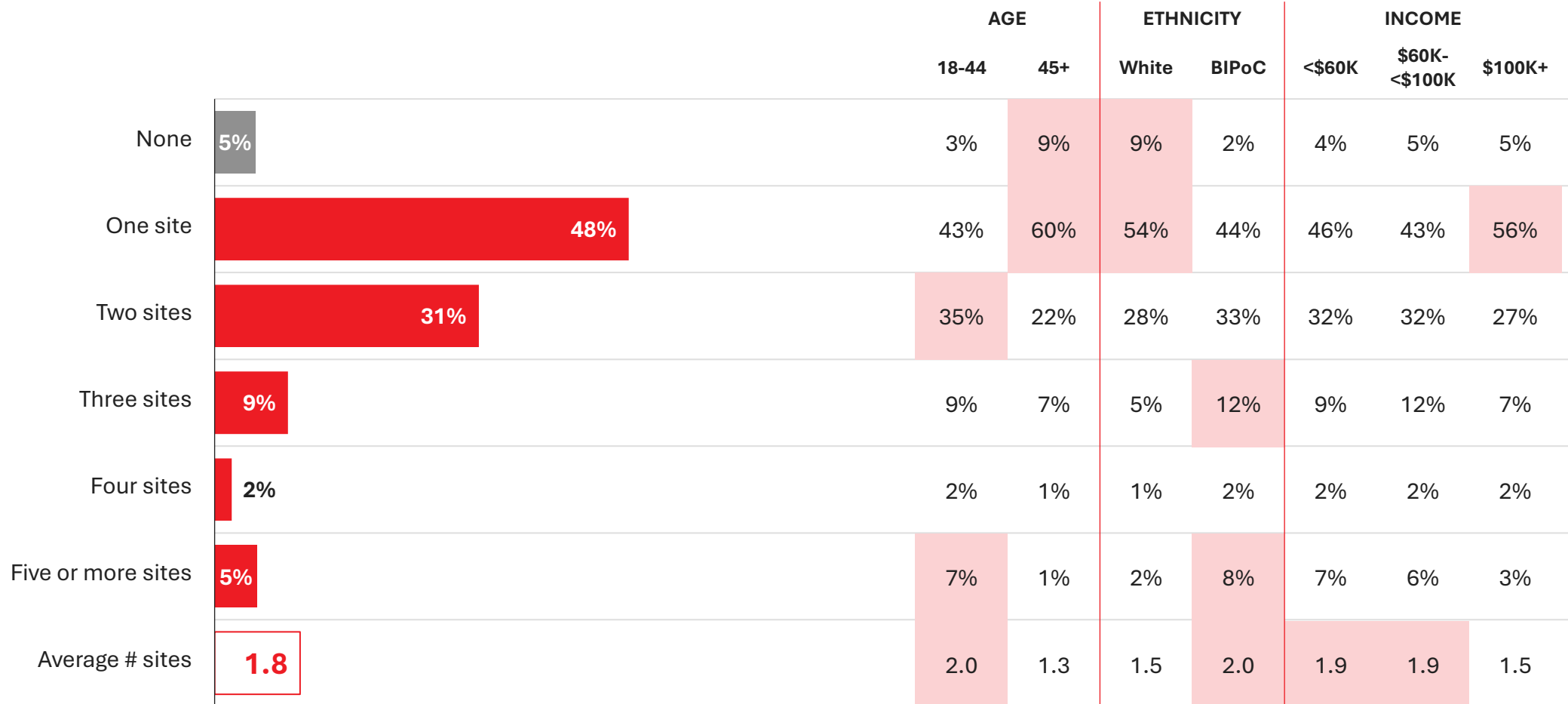
Q16. Why are you planning to bet on the Big Game? Please select all that apply.

Base: Those planning to bet on a Big Game at Q10 n=891

Significantly higher than its counterparts

Most use one or two sportsbook websites/platforms when betting on Big Games, with an average of nearly two (1.8) used.

Older bettors (aged 45+), Caucasian individuals, and those earning \$100K are significantly more likely to use just one site when betting on a Big Game than those aged <45, BIPoC individuals., and those earning <\$100K. Just 5% utilize five or more sportsbook websites/platforms when betting on Big Games, and the average number of sportsbook sites used is significantly higher among those aged 18-44, BIPoC Ontarians, and those earning <\$100K vs. their counterparts.



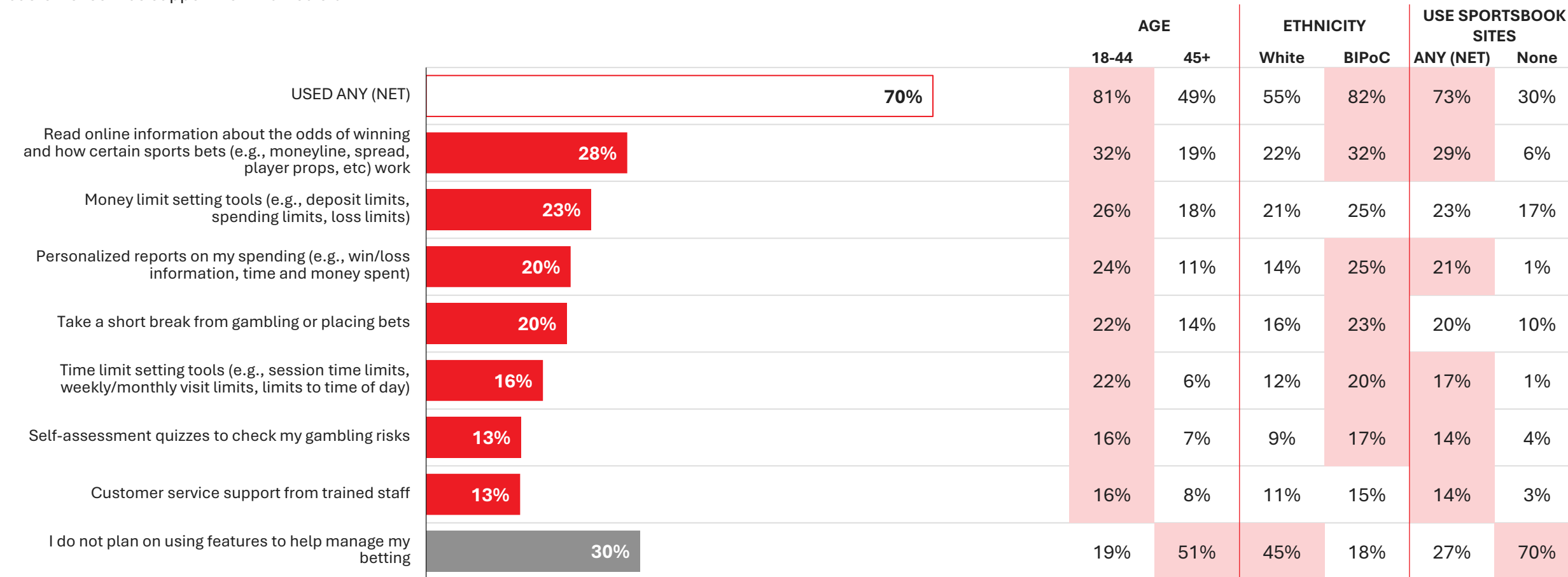
Q17. How many sportsbook websites/platforms do you use when betting on Big Games:

Base: Those planning to bet on a Big Game and ever use sportsbooks n=812

Significantly higher than its counterparts

Seven-in-ten (70%) sportsbook users access one or more features that help them manage their betting on a Big Game.

These features (such as reading online information about the odds of winning, utilizing money limit setting tools, personalized reports on their spending, and/or time limit setting tools) are used significantly more often by those aged 18-44 (vs. 45+), BIPOC bettors (vs. Caucasian), and those who use sportsbook sites to bet during the regular season as well (vs. those who do not). Another 20% take short breaks from gambling/placing bets. Just over one-in-ten (13%) get customer service support from trained staff.



Q18. What features have you used on sportsbook websites to help you manage your betting?

Base: Those planning to bet on a Big Game and ever use sportsbooks n=812

Significantly higher than its counterparts

4

Watching &
Betting on
Big Games:

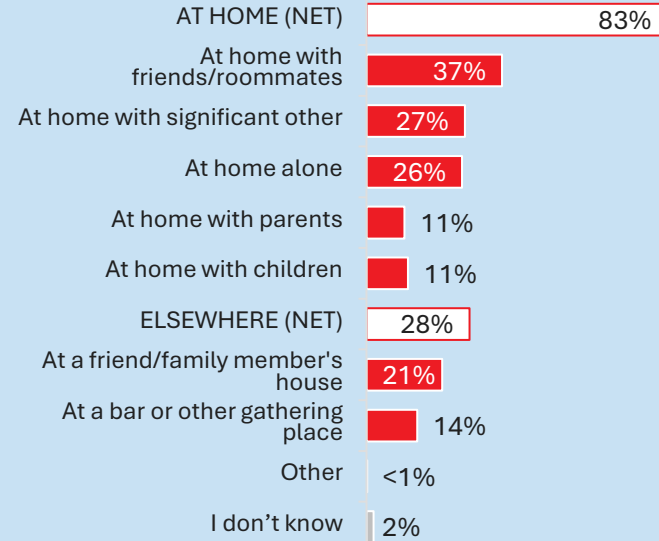
by Sport



Q10. Which of the following do you plan on doing?

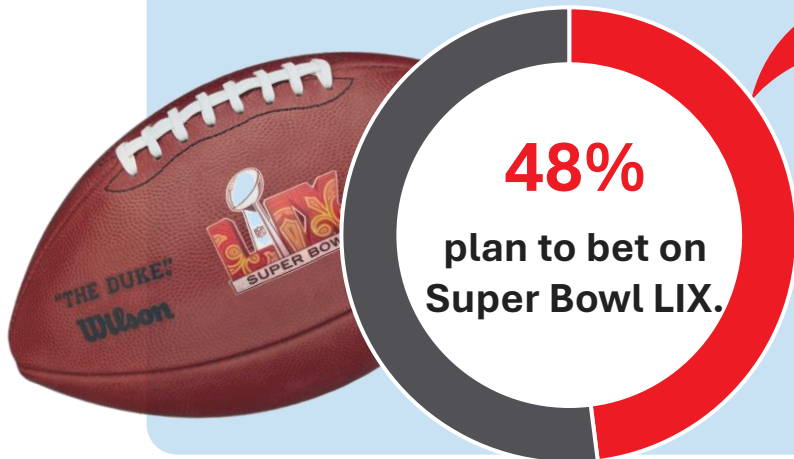
Base: ALL n=1147

63% plan to watch Super Bowl LIX

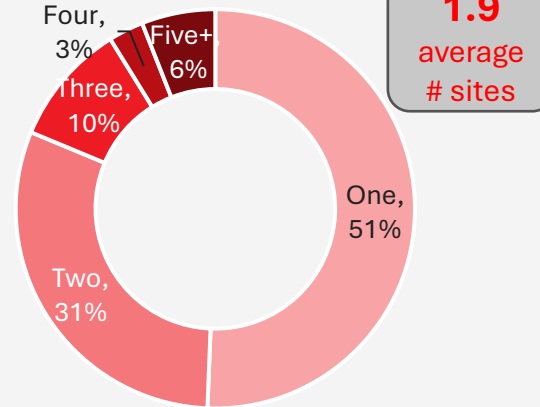


Q11. Where do you usually watch?

Base: Those planning to watch Super Bowl LIX n=744



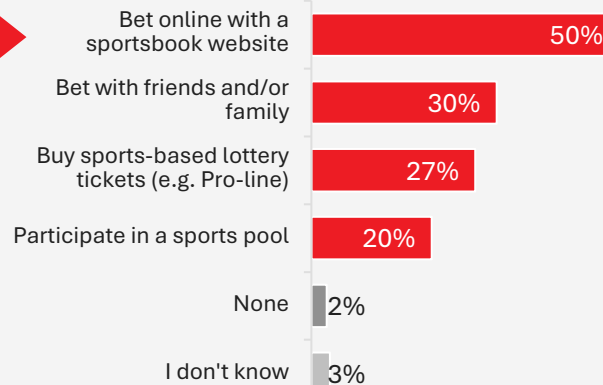
Number of sportsbook sites:



Q17. How many sportsbook sites/platforms do you use?

Base: Those planning to use sportsbook n=478 [excl. will use '0']

How will they bet:



Q12. How will you be making your bets?

Base: Those planning to bet on n=558

Amount of bet:

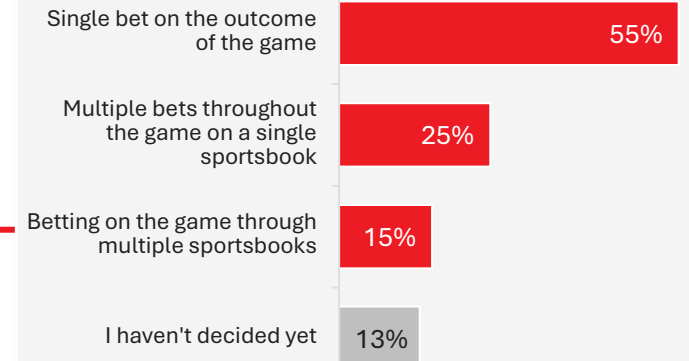


\$190
average bet

Q14. How much money do you expect to bet?

Base: Those placing a bet n=558

Kind of bet:



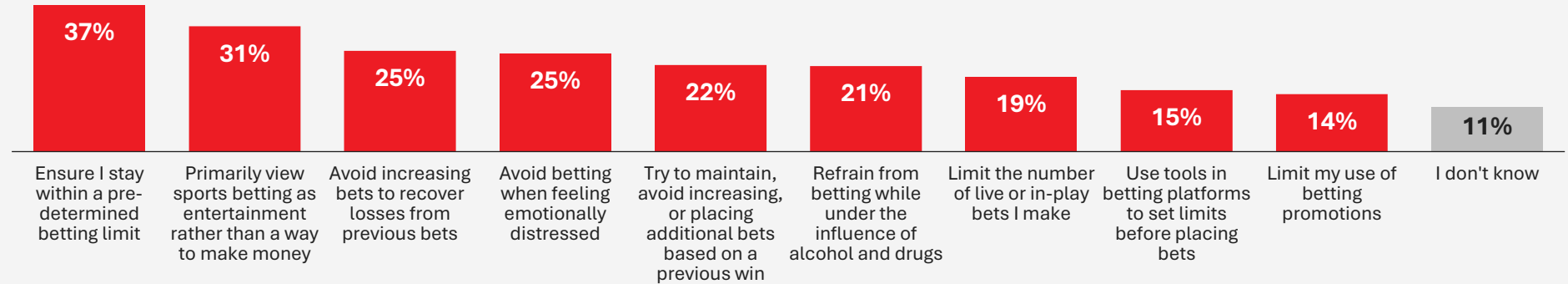
Q13. What kind of bets do you plan on making?

Base: Those placing a bet n=558

Winning money and making the game exciting are top reasons to bet on Super Bowl LIX, but most have safeguards in place to ensure responsible betting, including tools on sportsbook websites.

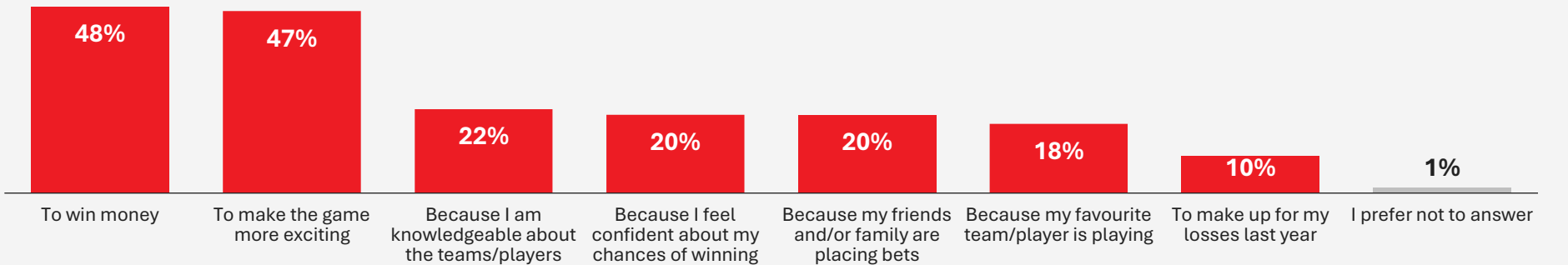
Q15. In what ways, if any, do you plan to approach your Big Game betting?

Base: Those planning to bet on Super Bowl n=558



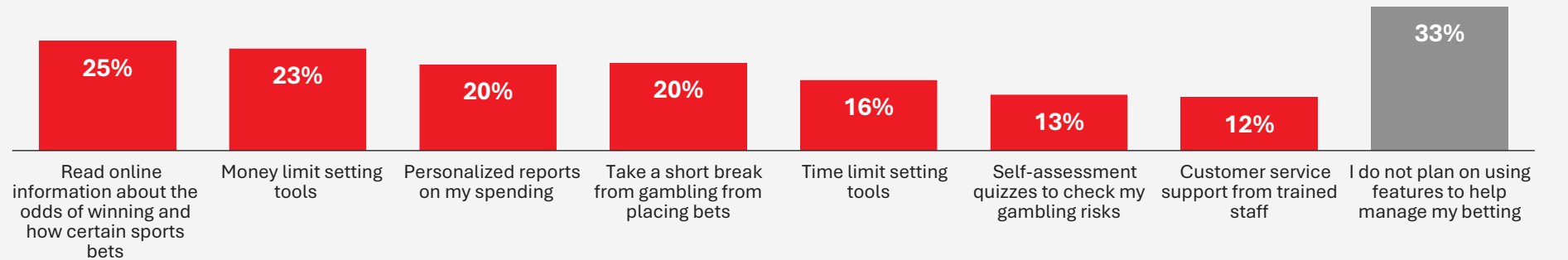
Q16. Why are you planning to bet on the Big Game?

Base: Those planning to bet on Super Bowl n=558



Q18. What features have you used on sportsbook websites to help you manage your betting?

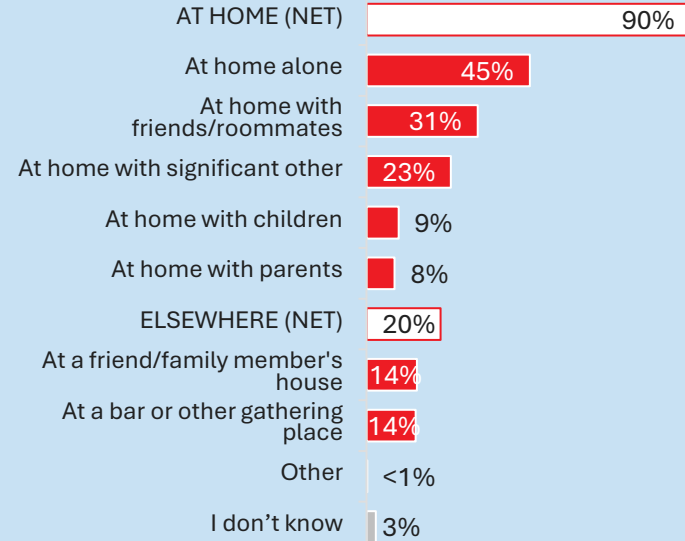
Base: Those planning to bet on Super Bowl using a sportsbook website n=505



Q10. Which of the following do you plan on doing?

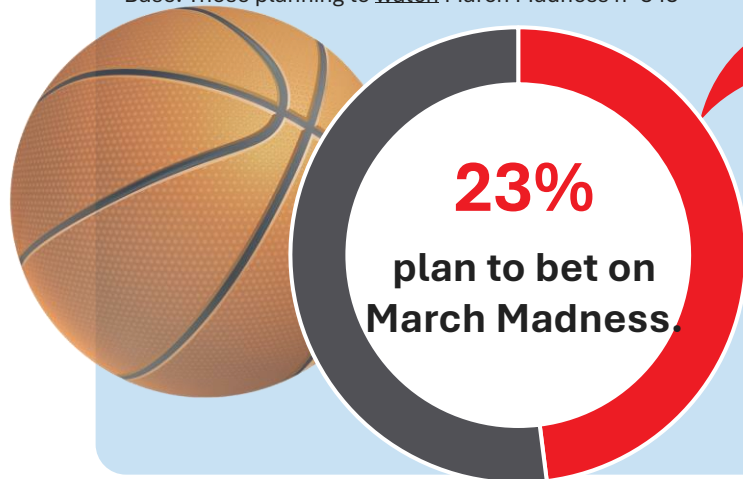
Base: ALL n=1147

28% plan to watch March Madness

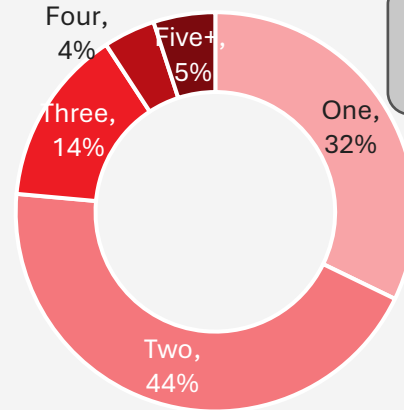


Q11. Where do you usually watch?

Base: Those planning to watch March Madness n=348



Number of sportsbook sites:

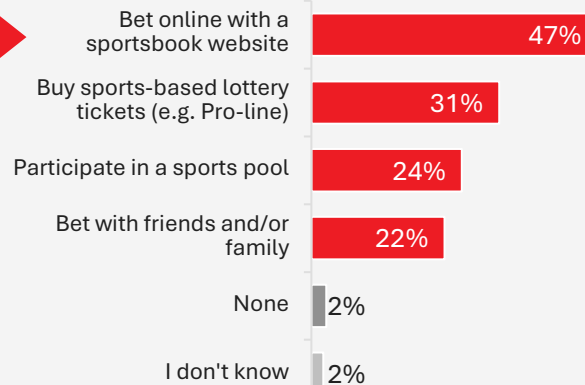


2.1
average # sites

Q17. How many sportsbook sites/platforms do you use?

Base: Those planning to use sportsbook n=245 [excl. will use '0']

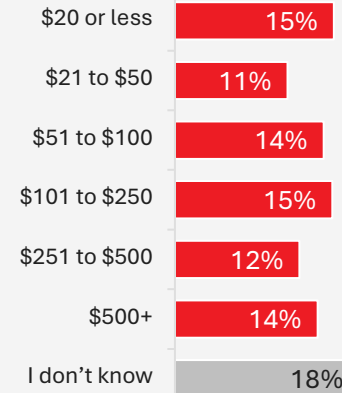
How will they bet:



Q12. How will you be making your bets?

Base: Those planning to bet on n=269

Amount of bet:

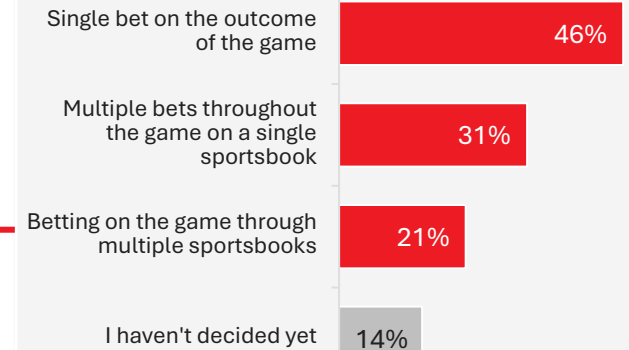


\$323
average bet

Q14. How much money do you expect to bet?

Base: Those placing a bet n=269

Kind of bet:



Q13. What kind of bets do you plan on making?

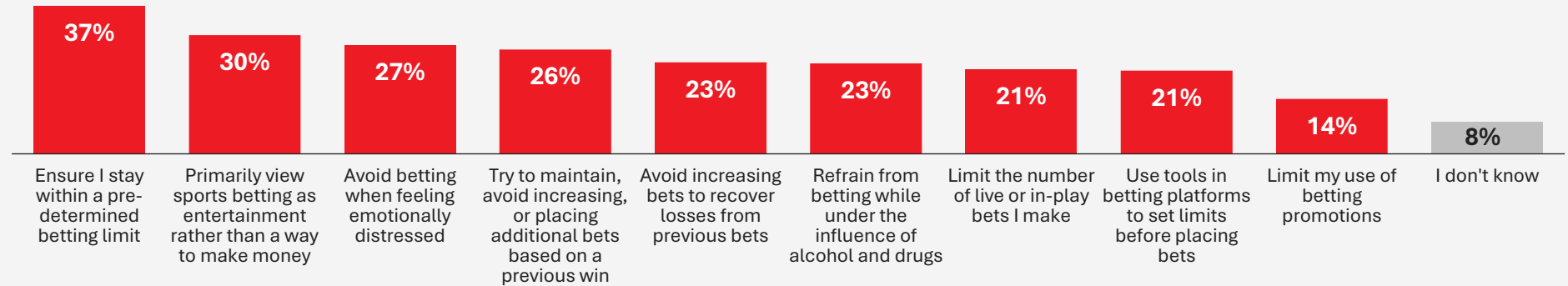
Base: Those placing a bet n=269

March Madness

To make the game more exciting and win money are top reasons to bet on March Madness, but most have safeguards in place to ensure responsible betting, including tools on sportsbook websites.

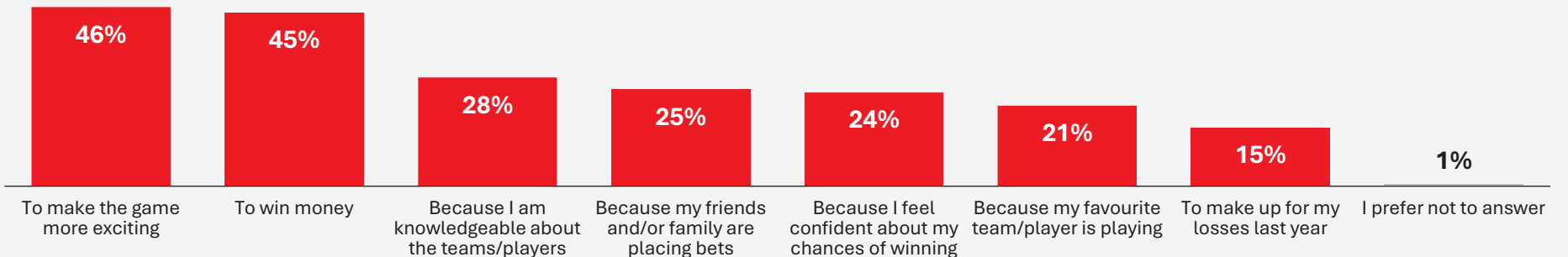
Q15. In what ways, if any, do you plan to approach your Big Game betting?

Base: Those planning to bet on March Madness n=269



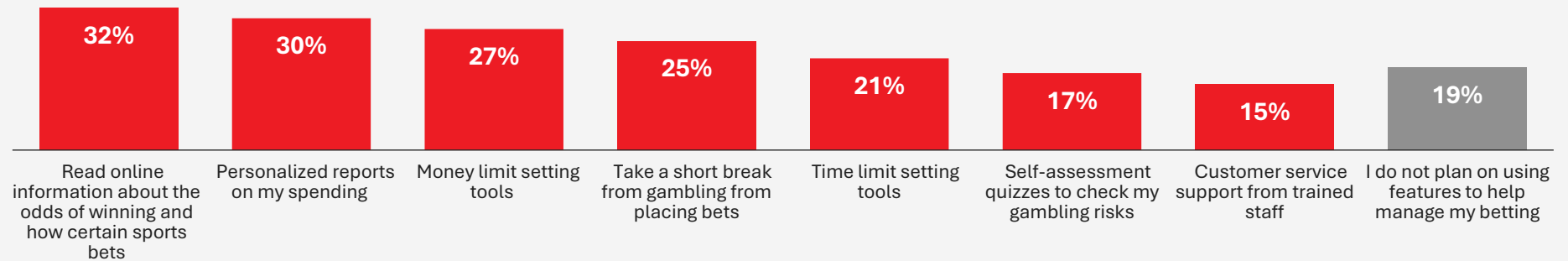
Q16. Why are you planning to bet on the Big Game?

Base: Those planning to bet on March Madness n=269



Q18. What features have you used on sportsbook websites to help you manage your betting?

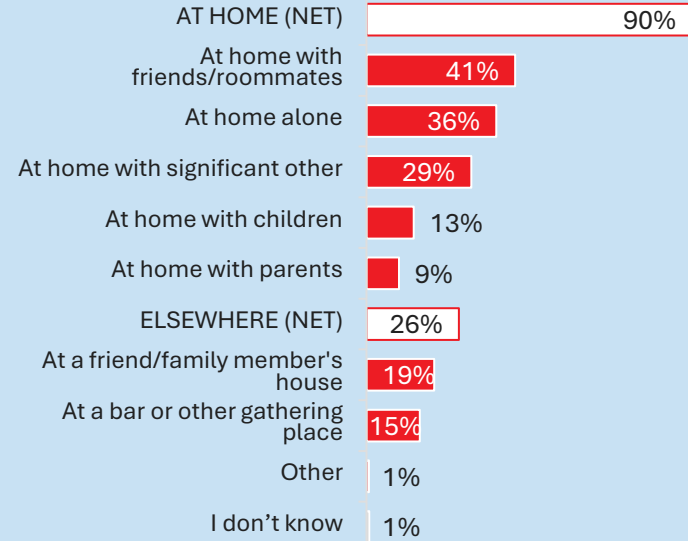
Base: Those planning to bet on March Madness using a sportsbook website n=248



Q10. Which of the following do you plan on doing?

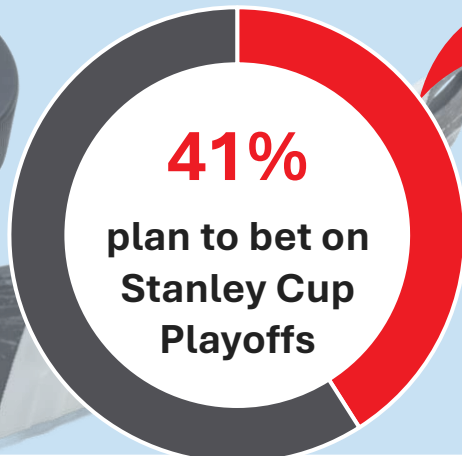
Base: ALL n=1147

59% plan to watch Stanley Cup Playoffs

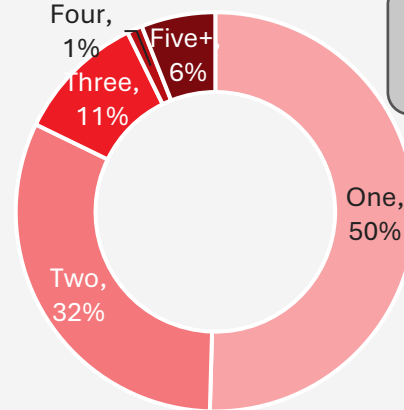


Q11. Where do you usually watch?

Base: Those planning to watch Stanley Cup Playoffs n=699



Number of sportsbook sites:

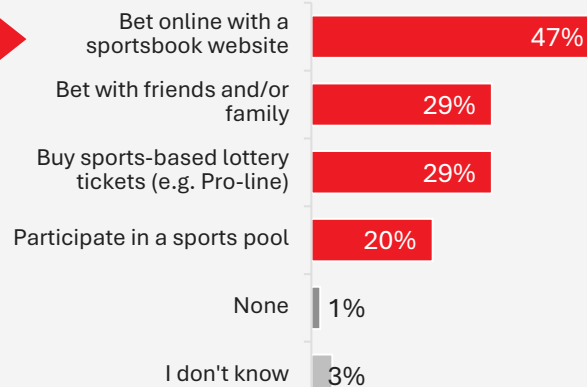


1.9
average # sites

Q17. How many sportsbook sites/platforms do you use?

Base: Those planning to use sportsbook n=416 [excl. will use '0']

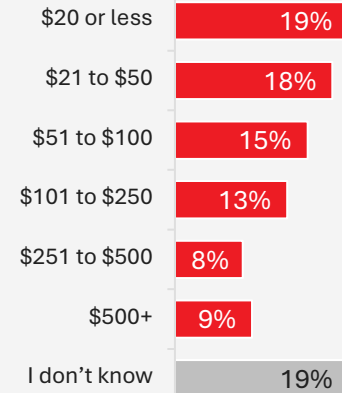
How will they bet:



Q12. How will you be making your bets?

Base: Those planning to bet on n=479

Amount of bet:

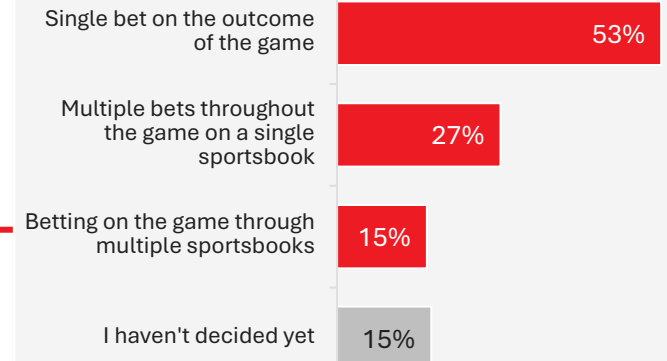


\$182
average bet

Q14. How much money do you expect to bet?

Base: Those placing a bet n=479

Kind of bet:



Q13. What kind of bets do you plan on making?

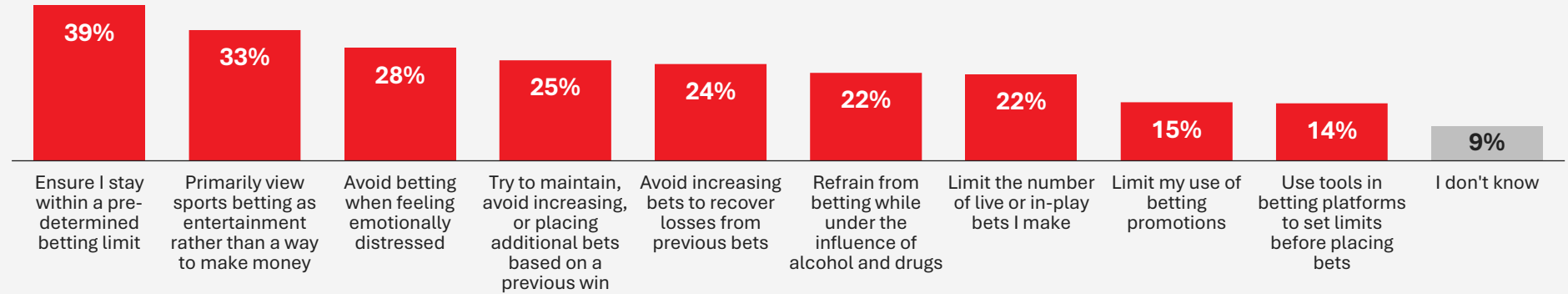
Base: Those placing a bet n=479

Stanley Cup Playoffs

Making the game more exciting and winning money are top reasons to bet on Super Bowl LIX, but most have safeguards in place to ensure responsible betting, including tools on sportsbook websites.

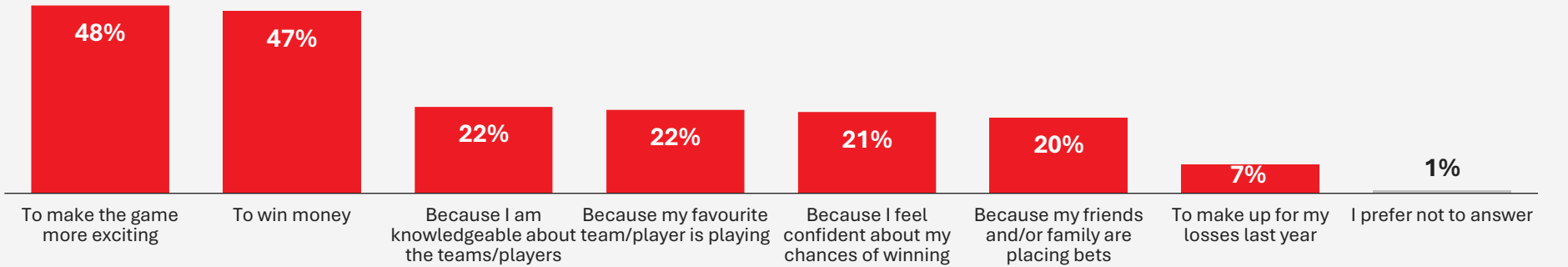
Q15. In what ways, if any, do you plan to approach your Big Game betting?

Base: Those planning to bet on Stanley Cup Playoffs n=479



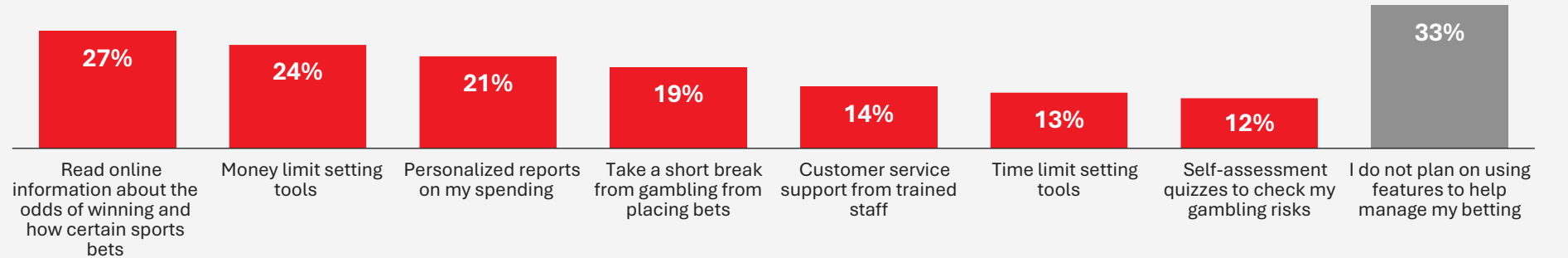
Q16. Why are you planning to bet on the Big Game?

Base: Those planning to bet on Stanley Cup Playoffs n=479



Q18. What features have you used on sportsbook websites to help you manage your betting?

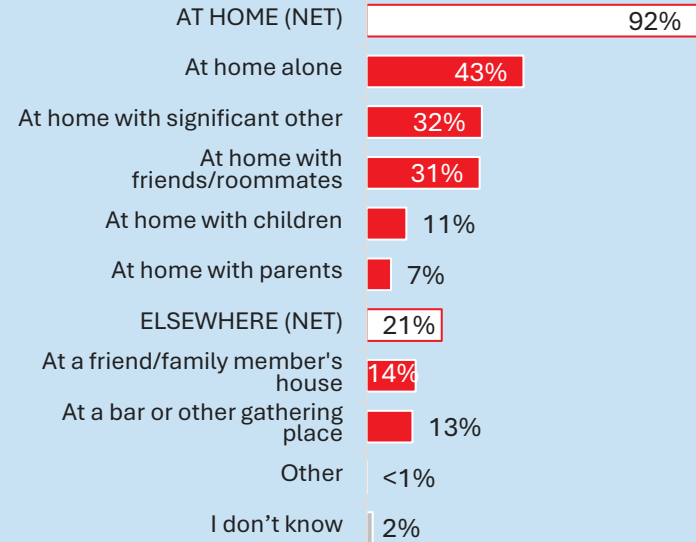
Base: Those planning to bet on Stanley Cup Playoffs using a sportsbook website n=439



Q10. Which of the following do you plan on doing?

Base: ALL n=1147

44% plan to watch MLB World Series

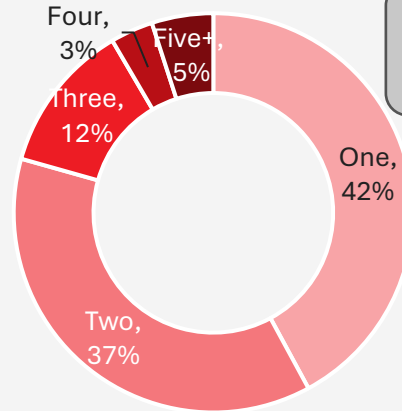


Q11. Where do you usually watch?

Base: Those planning to watch MLB World Series n=532



Number of sportsbook sites:

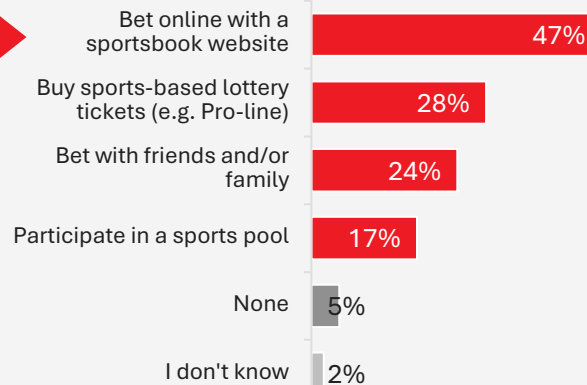


1.9
average
sites

Q17. How many sportsbook sites/platforms do you use?

Base: Those planning to use sportsbook n=298 [excl. will use '0']

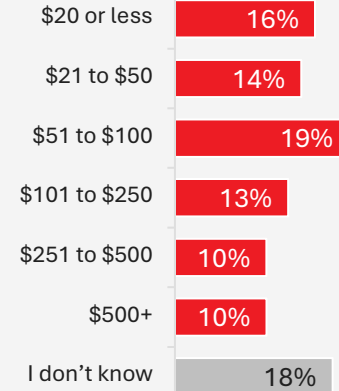
How will they bet:



Q12. How will you be making your bets?

Base: Those planning to bet on n=325

Amount of bet:

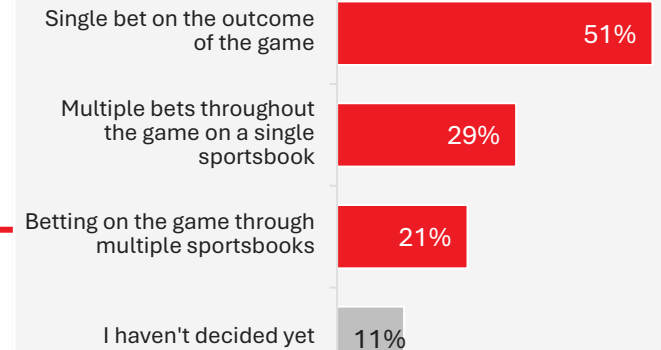


\$255
average
bet

Q14. How much money do you expect to bet?

Base: Those placing a bet n=325

Kind of bet:



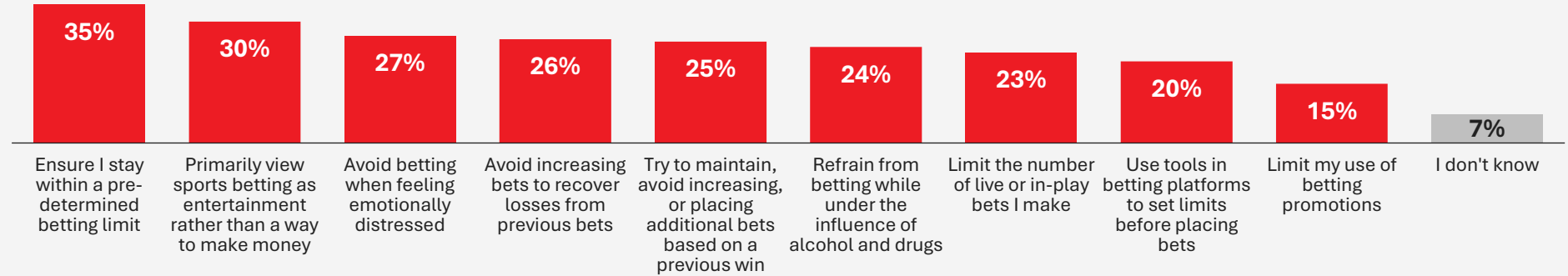
Q13. What kind of bets do you plan on making?

Base: Those placing a bet n=325

Winning money and making the game exciting are top reasons to bet on MLB World Series, but most have safeguards in place to ensure responsible betting, including tools on sportsbook websites.

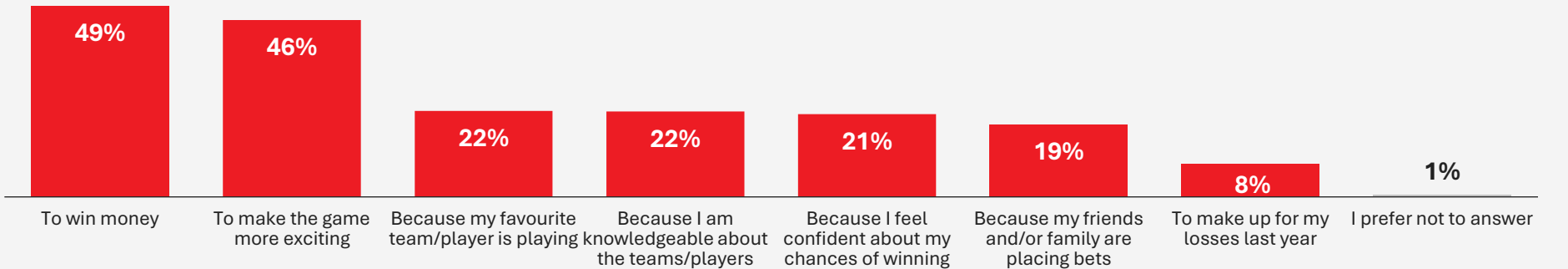
Q15. In what ways, if any, do you plan to approach your Big Game betting?

Base: Those planning to bet on MLB World Series n=325



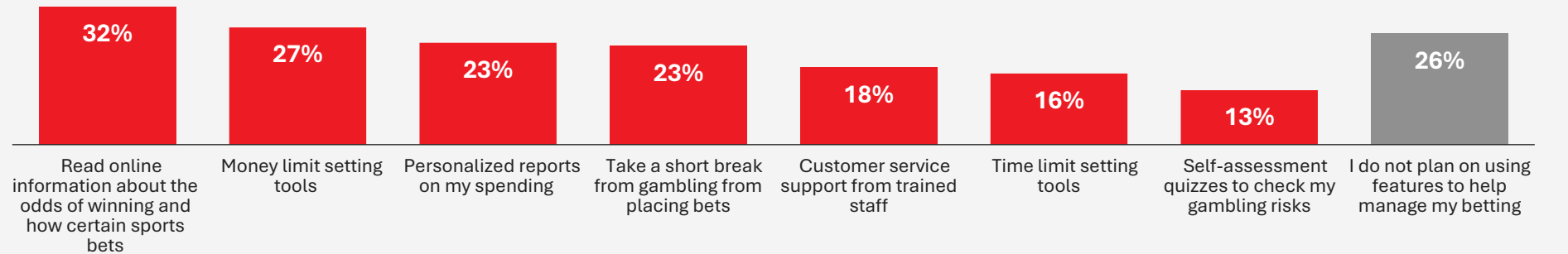
Q16. Why are you planning to bet on the Big Game?

Base: Those planning to bet on MLB World Series n=325



Q18. What features have you used on sportsbook websites to help you manage your betting?

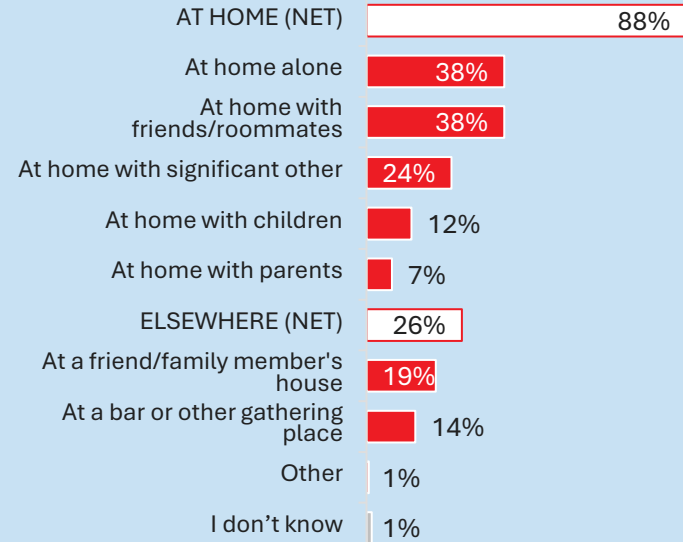
Base: Those planning to bet on MLB World Series using a sportsbook website n=302



Q10. Which of the following do you plan on doing?

Base: ALL n=1147

51% plan to watch FIFA Club World Cup

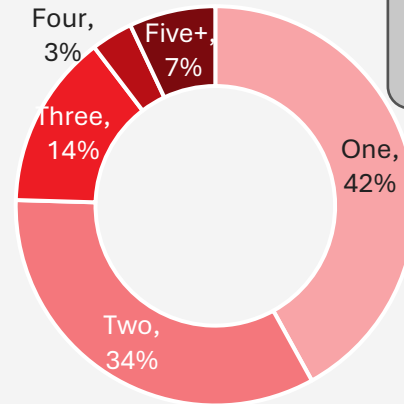


Q11. Where do you usually watch?

Base: Those planning to watch FIFA Club World Cup n=609



Number of sportsbook sites:

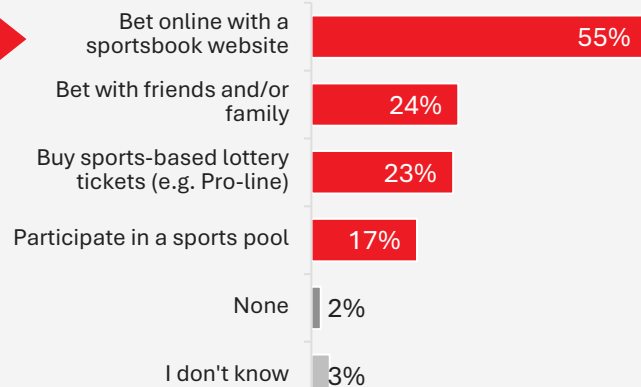


2.0
average
sites

Q17. How many sportsbook sites/platforms do you use?

Base: Those planning to use sportsbook n=379 [excl. will use '0']

How will they bet:



Q12. How will you be making your bets?

Base: Those planning to bet on n=410

Amount of bet:

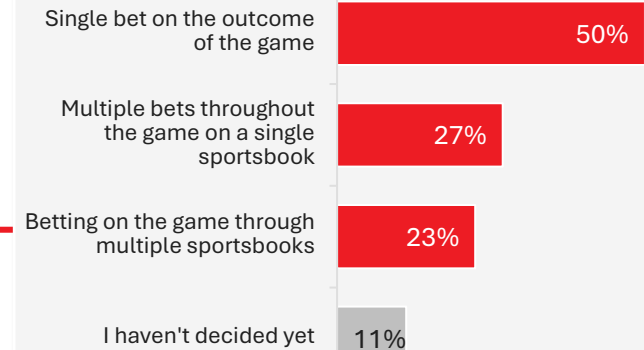


\$263
average
bet

Q14. How much money do you expect to bet?

Base: Those placing a bet n=410

Kind of bet:



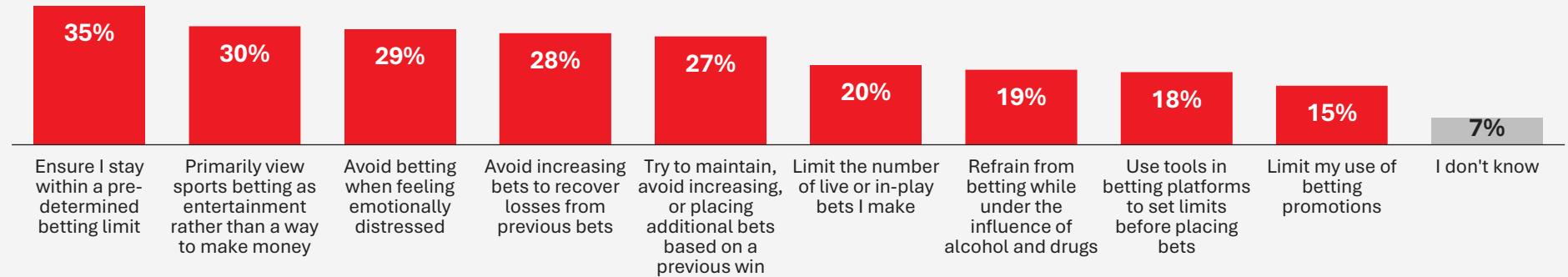
Q13. What kind of bets do you plan on making?

Base: Those placing a bet n=410

Winning money, followed by making the game exciting are top reasons to bet on FIFA Club World Cup, but most have safeguards in place to ensure responsible betting, including tools on sportsbook websites.

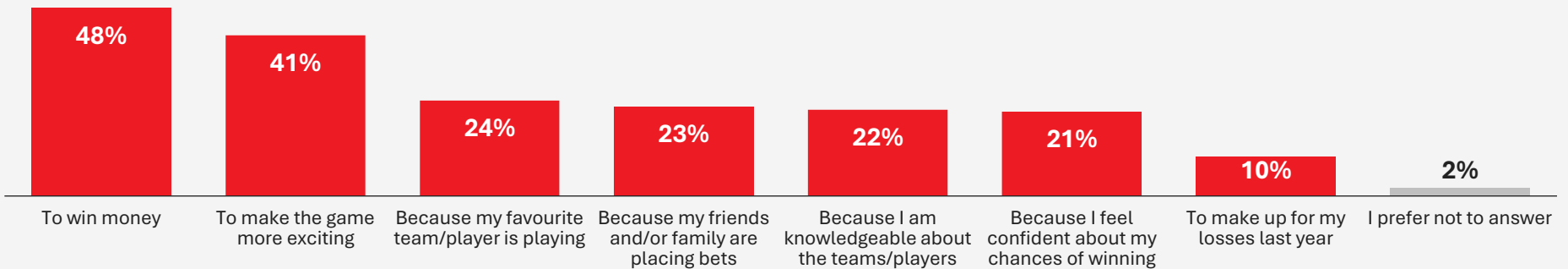
Q15. In what ways, if any, do you plan to approach your Big Game betting?

Base: Those planning to bet on FIFA Club World Cup n=410



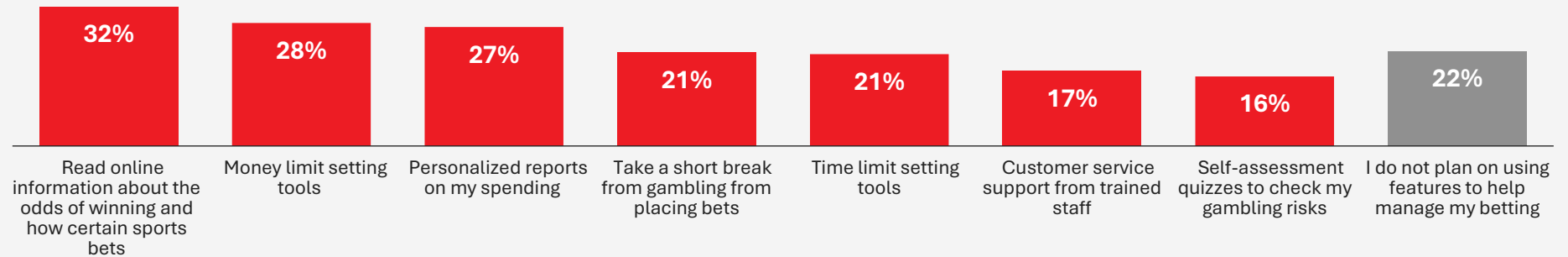
Q16. Why are you planning to bet on the Big Game?

Base: Those planning to bet on FIFA Club World Cup n=410



Q18. What features have you used on sportsbook websites to help you manage your betting?

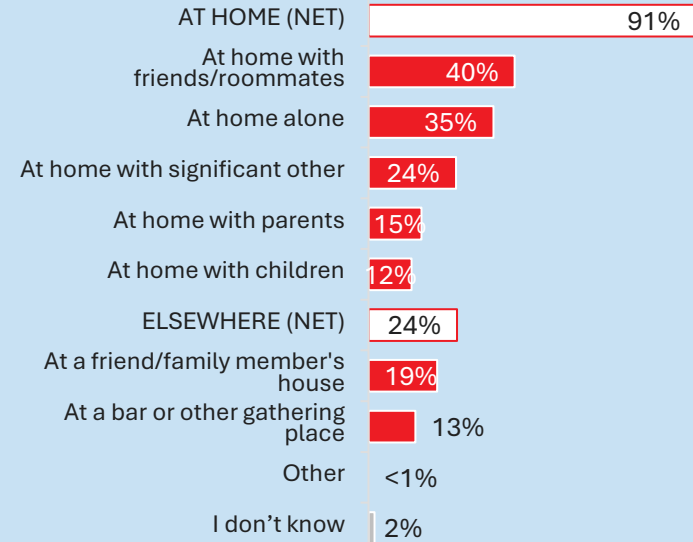
Base: Those planning to bet on FIFA Club World Cup using a sportsbook website n=384



Q10. Which of the following do you plan on doing?

Base: ALL n=1147

18% plan to watch Asia Cricket World Cup

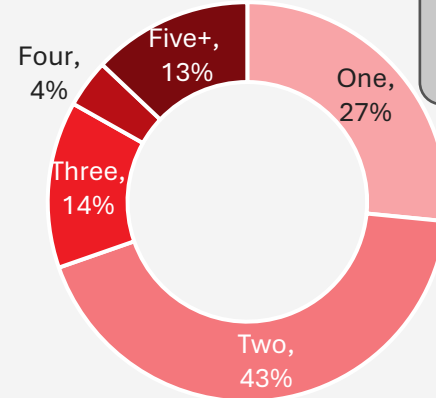


Q11. Where do you usually watch?

Base: Those planning to watch Asia Cricket World Cup n=193



Number of sportsbook sites:

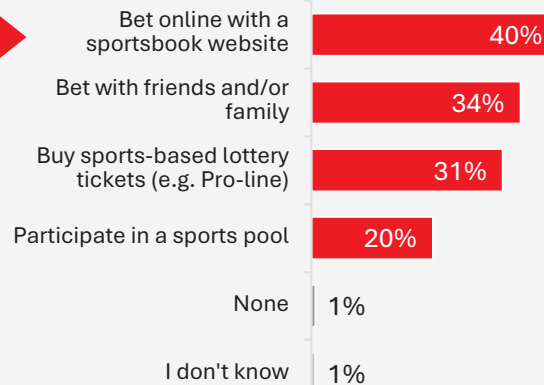


2.5
average # sites

Q17. How many sportsbook sites/platforms do you use?

Base: Those planning to use sportsbook n=174 [excl. will use '0']

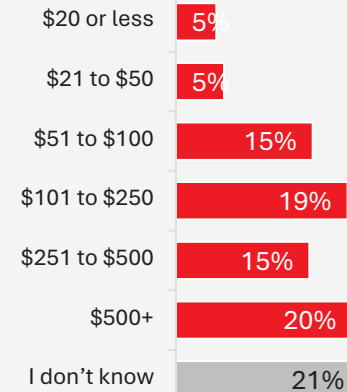
How will bet:



Q12. How will you be making your bets?

Base: Those planning to bet on n=181

Amount of bet:

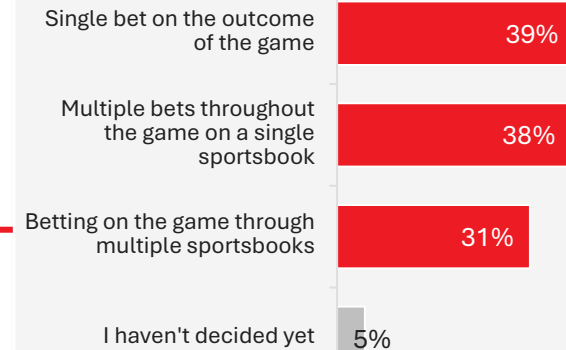


\$437
average bet

Q14. How much money do you expect to bet?

Base: Those placing a bet n=131

Kind of bet:



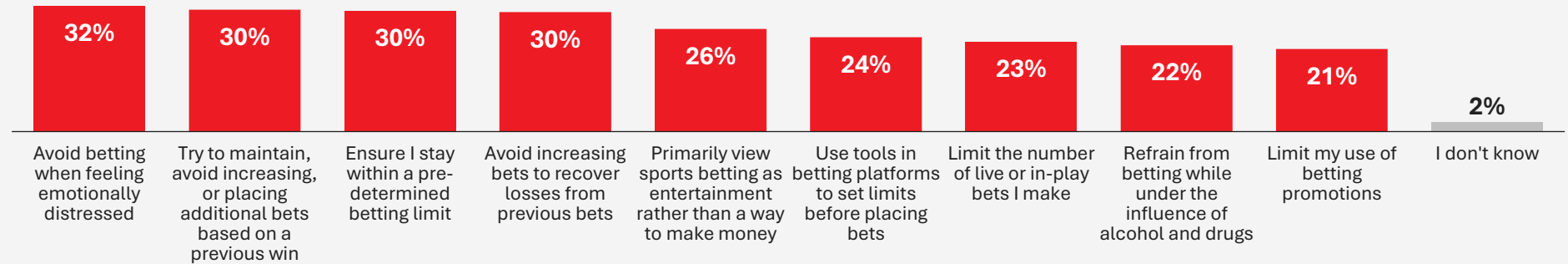
Q13. What kind of bets do you plan on making?

Base: Those placing a bet n=181

Winning money is the top reason to bet on Asia Cricket World Cup, followed by making the game more exciting, but most have safeguards in place to ensure responsible betting, including tools on sportsbook websites.

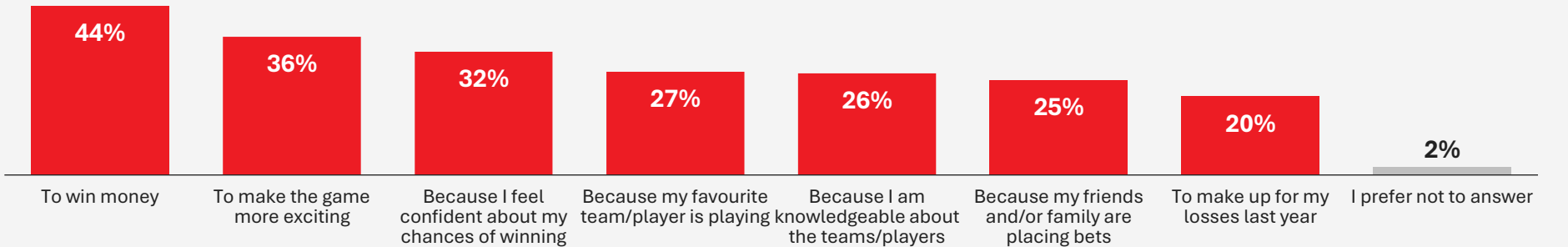
Q15. In what ways, if any, do you plan to approach your Big Game betting?

Base: Those planning to bet on Asia Cricket World Cup n=181



Q16. Why are you planning to bet on the Big Game?

Base: Those planning to bet on Asia Cricket World Cup n=181



Q18. What features have you used on sportsbook websites to help you manage your betting?

Base: Those planning to bet on Asia Cricket World Cup using a sportsbook website n=174



Ontarians who will be watching Super Bowl LIX and/or the MLB World Series are more likely to be betting on a Big Game. Multiple bets throughout the game on a single sportsbook or betting through multiple sportsbooks is more likely among those betting on March Madness and/or the Asia Cricket World Cup.

	Total	PLAN TO BET ON...					
		Super Bowl LIX	March Madness	Stanley Cup Playoffs	MLB World Series	FIFA Club World Cup	Asia Cricket World Cup
Q10. Which of the following, if any, do you plan on doing?	n=1147	n=558	n=269	n=479	n=325	n=410	n=181
Watching Super Bowl LIX	63%	86%	74%	74%	76%	67%	53%
Watching the Stanley Cup Playoffs	59%	72%	70%	86%	79%	60%	51%
Watching the FIFA Club World Cup	51%	53%	65%	53%	60%	84%	72%
Watching the MLB World Series	44%	58%	63%	59%	79%	49%	48%
Watching March Madness	28%	40%	64%	36%	47%	40%	42%
Watching the Asia Cricket World Cup	18%	18%	33%	19%	26%	31%	71%
Q11. Where do you usually watch a Big Game?	n=1036	n=547	n=264	n=467	n=315	n=398	n=172
(NET) At home	96%	96%	97%	96%	97%	96%	96%
At home with friends/roommates	52%	57%	58%	58%	53%	59%	58%
At home alone	50%	51%	51%	52%	56%	51%	46%
At home with significant other	39%	44%	43%	42%	43%	37%	48%
At home with children	19%	20%	25%	19%	22%	19%	27%
At home with parents	16%	16%	25%	17%	20%	20%	30%
(NET) Somewhere else	36%	39%	43%	39%	40%	42%	41%
At a friend/family member's house	28%	30%	35%	30%	30%	33%	36%
At a bar or other gathering place	20%	25%	27%	22%	25%	27%	24%
Q12. How will you be making your bets?	n=891	n=558	n=269	n=479	n=325	n=410	n=181
Bet online with a sportsbook website	57%	61%	66%	60%	67%	68%	60%
Bet with friends and/or family	40%	44%	44%	41%	43%	45%	53%
Participate in a sports pool	28%	33%	45%	30%	35%	29%	44%
Buy sports-based lottery tickets (e.g. Pro-line)	35%	35%	48%	42%	43%	40%	46%
Q13. What kind of bets do you plan on making?	n=891	n=558	n=269	n=479	n=325	n=410	n=181
Single bet on the outcome of the game	63%	68%	67%	68%	67%	65%	59%
Multiple bets throughout the game on a single sportsbook	38%	37%	54%	40%	46%	47%	66%
Betting on the game through multiple sportsbooks	25%	25%	41%	25%	39%	37%	53%

Significantly higher than its counterparts

Those betting on the Asia Cricket World Cup will bet the highest dollar amount, mainly because they feel confident in winning and hope to make up for their losses last year.

	Total	PLAN TO BET ON...					
		Super Bowl LIX	March Madness	Stanley Cup Playoffs	MLB World Series	FIFA Club World Cup	Asia Cricket World Cup
Q14. How much money do you expect to bet on a Big Game?	n=891	n=558	n=269	n=479	n=325	n=410	n=181
\$1-\$20	18%	18%	15%	19%	16%	13%	5%
\$21-\$50	17%	19%	11%	18%	14%	12%	5%
\$51-\$100	17%	18%	14%	15%	19%	20%	15%
\$101-\$250	11%	10%	15%	13%	13%	15%	19%
\$251-\$500	9%	9%	12%	8%	10%	12%	15%
\$501+	9%	8%	14%	9%	10%	13%	20%
I don't know	20%	19%	18%	19%	18%	16%	21%
Mean (excluding I don't know)	\$214	\$190	\$323	\$182	\$255	\$263	\$437
Q15. In what ways, if any, do you plan to approach your Big Game betting?							
Ensure I stay within a pre-determined betting limit	36%	37%	37%	39%	35%	35%	30%
Primarily view sports betting as entertainment rather than a way to make money	30%	31%	30%	33%	30%	30%	26%
Avoid increasing bets to recover losses from previous bets	25%	25%	23%	24%	26%	28%	30%
Avoid betting when feeling emotionally distressed (ie. anxious, upset)	24%	25%	27%	28%	27%	29%	32%
Try to maintain, avoid increasing, or placing additional bets based on a previous win	23%	22%	26%	25%	25%	27%	30%
Refrain from betting while under the influence of alcohol and drugs	19%	21%	23%	22%	24%	19%	22%
Limit the number of live or in-play bets I make	18%	19%	21%	22%	23%	20%	23%
Use tools in betting platforms to set limits before placing bets	15%	15%	21%	14%	20%	18%	24%
Limit my use of betting promotions	15%	14%	14%	15%	15%	15%	21%
I don't know	10%	11%	8%	9%	7%	7%	2%
Q16. Why are you planning to bet on the Big Game?							
To win money	47%	48%	45%	47%	49%	48%	44%
To make the game more exciting	44%	47%	46%	48%	46%	41%	36%
Because I am knowledgeable about the teams/players	20%	22%	28%	22%	22%	22%	26%
Because my friends and/or family are placing bets	20%	20%	25%	20%	19%	23%	25%
Because I feel confident about my chances of winning	20%	20%	24%	21%	21%	21%	32%
Because my favourite team/player is playing	19%	18%	21%	22%	22%	24%	27%
To make up for my losses last year	9%	10%	15%	7%	8%	10%	20%
I prefer not to answer	2%	1%	1%	1%	1%	2%	2%

Significantly higher than its counterparts

Asia Cricket World Cup bettors use more sportsbook websites/platforms than those betting on another Big Game but are more likely to use features on a sportsbook website to help manage their betting.

	Total	PLAN TO BET ON...					
		Super Bowl LIX	March Madness	Stanley Cup Playoffs	MLB World Series	FIFA Club World Cup	Asia Cricket World Cup
Q17. How many sportsbook websites/platforms do you use when betting on Big Games? (excludes zero)	n=812	n=505	n=248	n=439	n=302	n=384	n=174
One	51%	51%	32%	50%	42%	42%	27%
Two	32%	31%	44%	32%	37%	34%	43%
Three	9%	10%	14%	11%	12%	14%	14%
Four	2%	3%	4%	1%	3%	3%	4%
Five or more	6%	6%	5%	6%	5%	7%	13%
Mean # of websites	1.8	1.9	2.1	1.9	1.9	2.0	2.5
Q18. What features have you used on sportsbook websites to help you manage your betting?							
Read online information about the odds of winning and how certain sports bets (e.g., moneyline, spread, player props, etc) work	28%	25%	32%	27%	32%	32%	38%
Money limit setting tools (e.g., deposit limits, spending limits, loss limits)	23%	23%	27%	24%	27%	28%	29%
Personalized reports on my spending (e.g., win/loss information, time and money spent)	20%	20%	30%	21%	23%	27%	37%
Take a short break from gambling from placing bets	20%	20%	25%	19%	23%	21%	26%
Time limit setting tools (e.g., session time limits, weekly/monthly visit limits, limits to time of day)	16%	16%	21%	13%	16%	21%	28%
Self-assessment quizzes to check my gambling risks	13%	13%	17%	12%	13%	16%	25%
Customer service support from trained staff	13%	12%	15%	14%	18%	17%	18%
I do not plan on using features to help manage my betting	30%	33%	19%	33%	26%	22%	6%

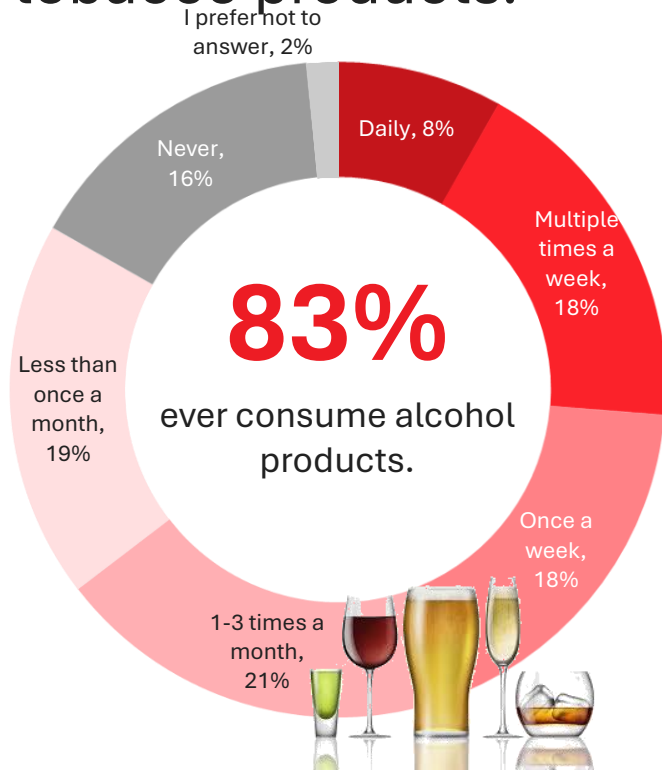
Significantly higher than its counterparts

5

Substance
Use

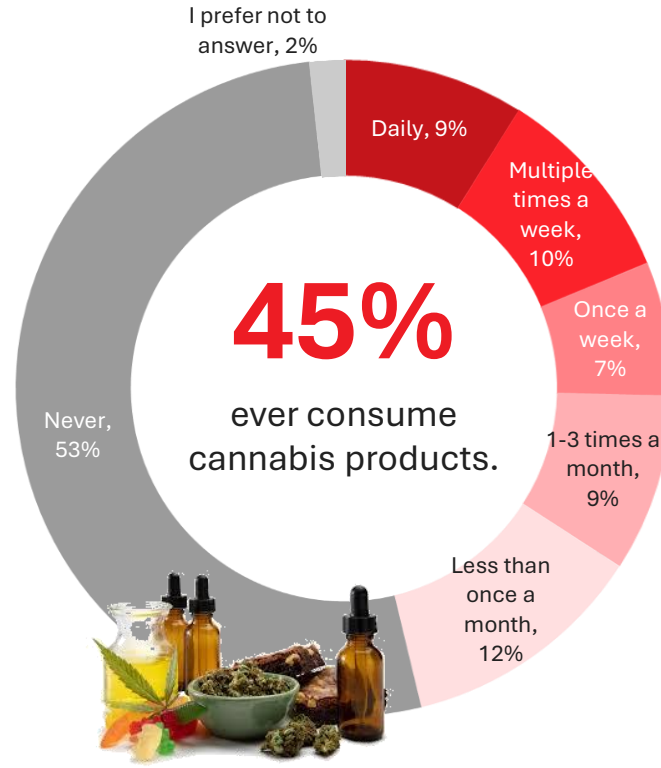


The majority consume alcohol at least sometimes, while fewer ever use cannabis or tobacco products.



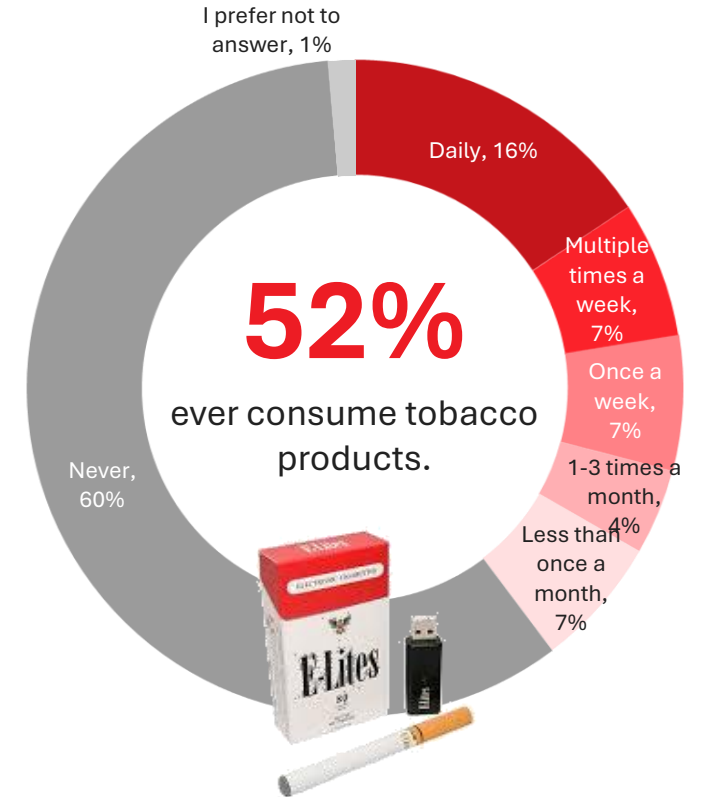
Those who ever consume alcohol is higher among:

- men (85% vs. 78% women),
- Caucasians (88% vs. 78% BIPoC),
- those betting on a Big Game (86% vs. 72% who will not), and
- those who have placed bets while consuming substances (96% vs. 73% who have not done so).



Those who ever consume cannabis is higher among:

- men (49% vs. 38% women),
- those aged 18-44 (52% vs. 34% aged 45+),
- those betting on Asia Cricket World Cup (65%) and/or March Madness (60%),
- those who 'often' bet during the regular season (53% vs. 39% bet only on Big Games), and
- those who have placed bets while consuming substances (69% vs. 26% who have not done so).



Those who ever consume tobacco is higher among:

- men (43% vs. 31% women),
- those aged 18-44 (44% vs. 29% aged 45+),
- those betting on Asia Cricket World Cup (68%),
- those who 'often' bet during the regular season (49% vs. 32% bet only on Big Games), and
- those who have placed bets while consuming substances (60% vs. 21% who have not done so).

Q19. How often do you use the following substances? Please select the option that best describes your usage for each?

Base: ALL n=1147

Nearly half (45%) have place bets while consuming alcohol (33%), cannabis (14%), or other drugs (11%).

Men (vs. women), those aged <45 (vs. aged 45+), and those who are planning on betting on any Big Game (vs. those who are not planning to) are significantly more likely to have placed bets while under the influence of some kind of substance. Moreover, those planning to bet on Asia Cricket World Cup (69%) and/or March Madness (66%) are more likely than those betting on another Big Game to have placed bets while consuming a substance.

		GENDER		AGE		BET ON ANY BIG GAME	
		Male	Female	18-44	45+	Yes	No
PLACE BETS CONSUMING SUBSTANCE (NET)	45%	48%	39%	49%	37%	52%	20%
I have placed bets while consuming alcohol	33%	35%	28%	34%	30%	38%	15%
I have placed bets while consuming cannabis	14%	14%	13%	16%	10%	16%	6%
I have placed bets while consuming other drugs	11%	13%	6%	14%	4%	13%	4%
None of the above	54%	51%	58%	49%	61%	47%	75%
I prefer not to answer	2%	1%	3%	2%	2%	1%	5%

Q20. Have you done any of the following when gambling on sports? Please select all that apply.

Base: ALL n=1147

6

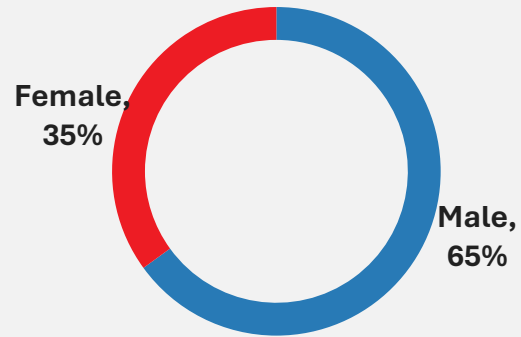
Respondent Profiles



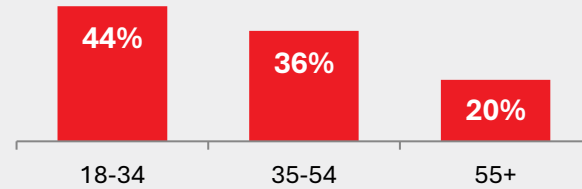
Respondent profiles

Base n=1147

Gender



Age



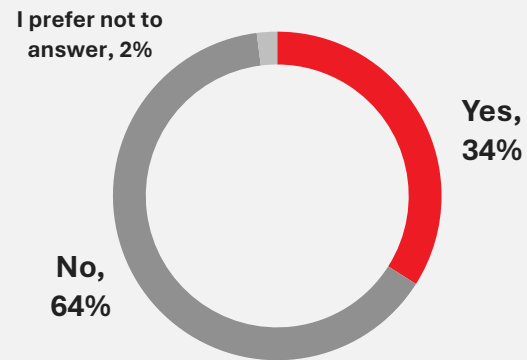
Region

Greater Toronto area	54%
Hamilton - Niagara Peninsula	10%
Kitchener - Waterloo - Barrie	10%
Greater Ottawa area	7%
Greater London area	4%
Windsor - Sarnia	4%
Kingston - Pembroke	3%
Muskoka - Kawarthas	3%
Northeast	3%
Stratford - Bruce Peninsula	2%
Northwest	2%

Education

<=High School	20%
College	37%
University	42%
Prefer not to answer	<1%

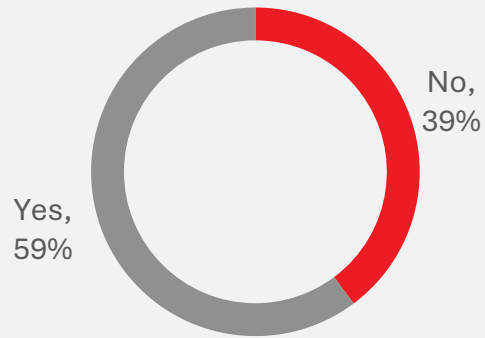
Children <18 in HH



Respondent profiles

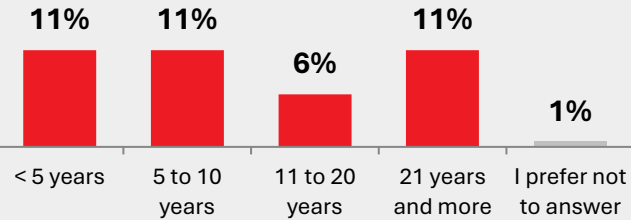
Base n=1147

Born in Canada



Time in Canada

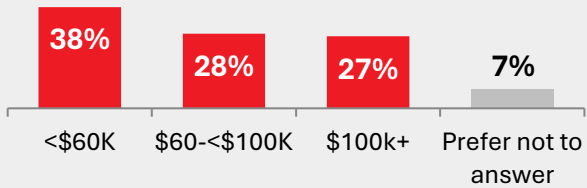
(not Born in Canada n=445)



Ethnicity

Caucasian (white)	50%
(NET) BIPOC	52%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	19%
Black (African, African-American, etc.)	8%
Chinese	8%
Aboriginal / First Nations	4%
Latin American (Mexican, Chilean, Costa Rican, etc.)	4%
Arabic (Middle East, North Africa)	3%
West Asian (Iranian, Afghan, etc.)	2%
Filipino	2%
Korean	1%
Japanese	0%
Other	2%
I prefer not to answer	1%

Income



Marital Status

Single, never married	37%
Coupled (Married/ common law)	55%
Other (Widowed/ Divorced/Separated)	7%
Prefer not to answer	1%

6

Our Team



Our team

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