

The odds on sports betting

TORONTO, March 27, 2024—A Maru Public Opinion survey finds seven in 10 (68%) Canadians want current team players and celebrities banned from sports betting ads, two thirds (66%) say sports betting commercials should not be allowed during live sports games/events, and a majority (59%) believe a nationwide ban on sports betting commercials needs to be implemented right away.

The study also revealed:

- A majority (75%) of Canadians say there's a need to protect youth and children from sports betting commercials/marketing as almost as many (72%) fears that many young adults will go deep into debt with online sports betting now available.
- A majority (62%) of Canadians believe sports betting owners are not acting responsibly with their ads and marketing with most (53%) believing that sports betting needs more government oversight and regulation than there is now.
- One quarter (24%) of Canadians say the ability to bet on sports makes them want to watch those sports more often.
- One in six (17%) Canadians have wagered money on an online betting platform for a professional sporting event/game—and is dominated by one-third of young Canadians (33%) (compared to their older counterparts 35-54 17%/55+ 5%) and men (27% versus women 7%).

Current team players/celebrities should be banned from sports betting ads.

Seven in 10 (68%) Canadians want current team players and celebrities banned from sports betting ads. This view is strongest among those who are the oldest (55+ 76% versus those who are younger aged 35-54 65%/18-34 61%), those who are middle income earners (\$50K-\$99K 72%), men (71% versus women 65%), those who are the most educated (University+ 72%), and those living in Atlantic Canada (80%), Alberta (73%), and Ontario (71%).

Those Canadians least likely to support this ban (32%) are those who are the youngest and middle-aged (aged 18-34 39%/35-54 35%), those with the lowest earnings (<\$50K 36%), those with the least amount of education (HS or less 36%), women (35% versus men 29%), and those living in Québec (38%), Manitoba/Saskatchewan (37%), and British Columbia (36%).

Sports betting ads should not be allowed during live sports games/ events.

Two thirds (66%) of Canadians say sports betting commercials should not be allowed during live sports games/events. Those most likely to agree with this view are the oldest (55+ 72% versus those who are younger aged 18-34 64%/35-54 60%), those with the highest education (University+ 69% compared to those less educated 65%), those with the highest income (\$100K+ 68% compared to those who earn less 65%), and men (67% versus women 64%). Those residing in Atlantic Canada (78%) are most likely to embrace this view followed by those living in Ontario (68%), Alberta/Manitoba/Saskatchewan/Québec (64%), and British Columbia (60%).

Those Canadians most likely to support sports betting commercials during live sports games/events (34%) are middle-aged (35-54 40%), female (36% versus men 33%), those with middle income or less (<\$99K 36%), those with college education or less (36%), and those living in British Columbia (40%).

Canadians support nationwide ban on sports betting commercials right away.

A majority (59%) of Canadians say a nationwide ban on sports betting commercials needs to be implemented right away. This view is most likely to be held by those who are the oldest (aged 55+ 64% versus those who are younger 56%), those with the highest level of education (University+ 62% versus those with less 58%), men (60% versus women 57%), and those with middle income (\$50K-\$99K 60% versus those with lower 58%/higher 57% earnings). Those living in Atlantic Canada (62%) lead the way with this perspective followed by those residing in Québec/Alberta (60%), Manitoba/Saskatchewan (59%), Ontario (58%), and British Columbia (56%).

Those most likely to oppose a nationwide ban on sports betting commercials right now (41%) are middle-aged or younger (<35-54 45%), those with college education or less (43%), those with the highest earnings (\$100K+ 43%), women (40% versus men 36%), and those living in British Columbia (44%), Ontario (42%), and Manitoba/Saskatchewan (41%).

Need to protect youth and children from sports betting commercials/marketing.

A majority (75%) of Canadians say there's a need to protect youth and children from sports betting commercials/marketing. Those most likely to embrace this view are the oldest (55+ 87% versus those who are younger aged 35-54 74%/18-34 57%), those with middle income (\$50K-\$99K 81%), those with the highest education (University + 77%), almost equally women (76%) and men (74%), and those living in Alberta (81%) and Manitoba/Saskatchewan (79%).

Those least likely to hold this perspective (25%) are the youngest Canadians (aged 18-34 43%), those earning the least (<\$50K 33%), those who are the least educated (HS or less 27%), and those residing in Atlantic Canada (33%), British Columbia (28%), Ontario (26%), and Québec (25%).

Fear that many young adults will go deep into debt.

A majority (72%) of Canadians fear that many young adults will go deep into debt with online sports betting available. This view is most likely to be held by those who are the oldest (55+ 80% versus those who are younger 67%), those with middle income (\$50K-\$99K 76%), those who are the highest educated (University + 75%), men (74% versus women 71%), and those living in Atlantic Canada (80%), Manitoba/Saskatchewan (75%), and Ontario (74%).

Those least likely to have this fear (28%) are middle-aged and younger (<54 33%), those with the lowest level of education (HS or less women 29%), women (29% versus men 26%), those with both the highest and lowest incomes (<50K/\$100K + 29%), and those residing in Québec (32%), and British Columbia (30%).

Sports betting owners are not acting responsibly with their ads and marketing.

A majority (62%) of Canadians believe sports betting owners are not acting responsibly with their ads and marketing. This view is highest held among those who are the oldest (55+ 76% versus those who are younger aged 35-54 61%/18-34 43%), middle income earners (\$50K-\$99K 69% versus their income counterparts \$100K+ 60%/<\$50K 54%), those with the highest education (University+ 68% versus those with college 63%/HS or less 56%), and men (64% versus women 60%). Those living in Alberta (67%) are most likely to hold this view followed by those residing in Québec (65%), Manitoba/Saskatchewan (63%), Ontario/Atlantic Canada (60%), and British Columbia (57%).

Those Canadians most likely to believe that sports betting owners are acting responsibly with their ads and marketing (38%) are the youngest (aged 18-34 57%), those with the lowest income (<\$50K 46%), those with the least education (HS or less 44%), women (40%), and those living in British Columbia (43%) Ontario/Atlantic Canada (40%).

Sports betting needs more government oversight/regulation than there is now.

Most (53%) Canadians say sports betting needs more government oversight and regulation than there is now. Those most likely to have this view are the oldest (55+ 63% compared to their younger counterparts aged 35-54 52%/18-34 41%), those with middle income (\$50K-\$99K 56% versus those with lower 51%/higher 50% earnings), women (55% versus men 52%), and those who are higher educated (college+ 54% compared to those with high school or less 52%). Those living in Québec (65%) are most likely to support this increase in oversight and regulation, followed by those residing in Ontario (53%), Manitoba/Saskatchewan (51%), Alberta (48%), British Columbia (47%), and Atlantic Canada (41%).

Those Canadians who are most in opposition to more government oversight and regulation (47%) are the youngest (aged 18-34 59%), those with the highest (50%) and lowest (49%) income, men (48% versus women 45%), and those who have the least amount of education (high school or less 48%). Those most opposed reside in Atlantic Canada (59%), followed by those living in British Columbia (53%) and Alberta (52%), Manitoba/Saskatchewan (49%), Ontario (47%), and Québec (35%).

One quarter say sports betting makes them want to watch those sports more often

One quarter (24%) of Canadians say the ability to bet on sports makes them want to watch those sports more often. Those most likely to agree with this motivation are the youngest (aged 18-34 52% versus those who are older aged 35-54 19%/55+ 9%), men (30% versus women 19%), those with the least amount of income (<\$50K 30% versus those with the highest \$100K+ 26% and middle income \$50K-\$99K 18% earnings), and those with the least amount of education (high school or less 28% versus their higher educated counterparts University+ 23%/college 20%). Those most likely to be motivated live in Ontario (29%) and British Columbia (27%), followed by those living in Atlantic Canada (25%), Manitoba/Saskatchewan (23%), Québec (19%), and Alberta (17%).

Those most likely to disagree that sports betting makes them want to watch those sports more often (76%), are the oldest (55+ 91%), those with middle income (\$50K-\$99K 82%), women (81%), and those with higher education (college 80%/University+ 77%). Those living in Alberta (83%), Québec (81%), and Manitoba/Saskatchewan (71%) are most likely to disagree with this proposition.

One in six have wagered money on an online pro-sports betting platform

One in six (17%) Canadians report have wagered money on an online betting platform for a professional sporting event/game—and is dominated by one third (33%) of the youngest Canadians (compared to their older counterparts 35-54 17%/55+ 5%) and men (27% versus women 7%). Sports betting finds its way into all income groups (\$100K+ 20%/<\$50K 18%/\$50K-\$99K 14%) and is most prevalent in Manitoba/Saskatchewan (25%) and Ontario (20%), followed by Atlantic Canada (20%), British Columbia (14%), Quebec (9%), and Alberta (8%).

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Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) that was undertaken by its sample and data collection experts at [Maru/Blue](#) on February 7-8, 2024, among a random selection of 1,534 Canadian adults who are [Maru Voice Canada](#) online panelists. The results have been weighted by education, age, gender, and region (and, in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider Maru/Blue is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public opinion is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion is a research and insight channel of the [Maru Group](#) and is a proud member of the [Stagwell Marketing Cloud](#). The division has a public polling release specialty for clients and collaborative media partners. A full description of the channel and access to polls released into the public domain can be found at [Maru Public Opinion Canada](#). Maru Public Opinion does not carry out any polling for any political party and follows the Canadian Research and Insights Council ([CRIC](#)) [standards and disclosure requirements](#)

Maru Public Opinion publicly released Canadian polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction by Maru Public Opinion.

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