

The following are some statements that have been made about gambling and sports betting advertising in Canada. How much do you agree or disagree? Regarding gambling and sports betting advertising in Canada:

		REGION						AGE					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	18-24	25-34	35-44	45-54	55-64	65+
		A	B	C	D	E	F	O	P	Q	R	S	T
Base: All Respondents (unwtd)	2002	170	213	149	828	474	168	225	407	433	281	266	390
Base: All Respondents (wtd)	2002	268	226	124	771	478	134	229	333	407	285	305	442
There should be limits on the amount and/or placement of advertising													
Strongly agree	415	56	38	28	171	94	28	56	82	85	49	56	87
	21%	21%	17%	23%	22%	20%	21%	24%	25%	21%	17%	18%	20%
									R				
Agree somewhat	847	103	109	51	311	209	65	88	134	158	118	113	234
	42%	38%	48%	41%	40%	44%	48%	39%	40%	39%	41%	37%	53%
													OPQRS
Disagree somewhat	327	36	33	19	137	80	23	35	58	81	51	53	49
	16%	13%	14%	16%	18%	17%	17%	15%	17%	20%	18%	18%	11%
									T	T	T	T	
Strongly disagree	115	9	18	8	55	21	5	18	17	30	18	19	14
	6%	3%	8%	6%	7%	4%	4%	8%	5%	7%	6%	6%	3%
								T		T			
Don't know/no opinion/haven't noticed any ads lately	298	65	29	18	98	75	13	33	42	53	49	64	57
	15%	24%	13%	14%	13%	16%	10%	14%	13%	13%	17%	21%	13%
		BDEF										PQT	
Sigma	2002	268	226	124	771	478	134	229	333	407	285	305	442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box	1262	159	147	79	482	303	93	144	217	243	167	169	322
	63%	59%	65%	64%	62%	63%	69%	63%	65%	60%	59%	55%	73%
									S				OPQRS
Bottom 2 Box	442	45	50	27	192	100	28	52	75	111	69	72	63
	22%	17%	22%	22%	25%	21%	21%	23%	22%	27%	24%	24%	14%
					A			T	T	T	T	T	

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		A	B	C	D	E	F	O	P	Q	R	S	T
Base: All Respondents (unwtd)	2002	170	213	149	828	474	168	225	407	433	281	266	390
Base: All Respondents (wtd)	2002	268	226	124	771	478	134	229	333	407	285	305	442
The ads I see are not very likeable; not enjoyable to see/watch													
Strongly agree	264	27	26	18	114	63	16	50	52	46	34	34	49
	13%	10%	11%	14%	15%	13%	12%	22%	16%	11%	12%	11%	11%
								QRST					
Agree somewhat	585	69	85	38	210	150	32	73	102	110	68	77	155
	29%	26%	38%	31%	27%	31%	24%	32%	30%	27%	24%	25%	35%
			ADF										QRS
Disagree somewhat	535	54	51	25	236	136	32	48	88	113	79	86	121
	27%	20%	23%	21%	31%	29%	24%	21%	26%	28%	28%	28%	27%
					ABC								
Strongly disagree	160	22	20	11	69	26	12	16	39	31	34	18	22
	8%	8%	9%	9%	9%	6%	9%	7%	12%	8%	12%	6%	5%
									ST		ST		
Don't know/no opinion/haven't noticed any ads lately	458	97	45	31	142	102	41	42	52	108	72	91	94
	23%	36%	20%	25%	18%	21%	31%	18%	16%	26%	25%	30%	21%
		BDE					BDE			OP	P	OPT	
Sigma	2002	268	226	124	771	478	134	229	333	407	285	305	442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Top 2 Box	849	96	111	56	324	213	48	123	154	156	101	110	204
	42%	36%	49%	45%	42%	45%	36%	54%	46%	38%	36%	36%	46%
			AF					QRS	QRS				QRS
Bottom 2 Box	695	75	71	37	304	163	45	64	127	144	112	104	144
	35%	28%	31%	30%	39%	34%	33%	28%	38%	35%	39%	34%	32%
					AC				O		O		

When was the last time you did any of these in-person gambling activities? In-person gambling refers to going out to a physical location and taking part in a betting or wagering activity live.

- Top 2 Box (PAST YEAR) Summary

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>170</b>	<b>213</b>	<b>149</b>	<b>828</b>	<b>474</b>	<b>168</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>268</b>	<b>226</b>	<b>124</b>	<b>771</b>	<b>478</b>	<b>134</b>
Gambled in-person at a casino (i.e., played slots, poker, or other table games)	517	73	72	38	215	94	25
	26%	27%	32%	31%	28%	20%	19%
			EF	EF	EF		
Did some betting at a racetrack/horseraces	228	31	24	10	117	36	10
	11%	12%	10%	8%	15%	8%	7%
					CEF		
Played Bingo at a Bingo facility	304	33	38	18	144	49	21
	15%	12%	17%	15%	19%	10%	16%
			E		E		
Bet on sports in-person (i.e., through a bookie, at a casino, or with friends)	341	31	46	20	157	69	18
	17%	11%	20%	16%	20%	14%	14%
			A		AE		
Any Activity (Net)	713	84	93	52	308	135	40
	36%	31%	41%	42%	40%	28%	30%
			EF	EF	EF		

When was the last time you did any of these online gambling activities? Online betting/gambling refers to using websites or apps that you register for, and they enable you to upload real money and make bets or do various types of gambling online.

- Top 2 Box (PAST YEAR) Summary

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>170</b>	<b>213</b>	<b>149</b>	<b>828</b>	<b>474</b>	<b>168</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>268</b>	<b>226</b>	<b>124</b>	<b>771</b>	<b>478</b>	<b>134</b>
Online casino games (i.e., online slots, poker, or other table games)	610	85	73	38	271	107	37
	30%	32%	32%	30%	35%	22%	27%
		E	E		E		
Bets on horseraces online	206	24	29	8	101	35	10
	10%	9%	13%	7%	13%	7%	7%
			E		CE		
Online Bingo (single or multi-player)	401	42	55	16	182	76	30
	20%	16%	24%	13%	24%	16%	22%
			CE		ACE		
Bet on sports online (i.e., through a website or app)	446	43	49	23	228	80	23
	22%	16%	22%	18%	30%	17%	17%
					ABCEF		
Any Activity (Net)	810	95	96	45	362	156	56
	40%	35%	42%	36%	47%	33%	42%
			E		ACE		

To the best of your knowledge, which types of companies are legally permitted to operate online gambling and sports betting in your province?

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>2002</b>	<b>170</b>	<b>213</b>	<b>149</b>	<b>828</b>	<b>474</b>	<b>168</b>
<b>Base: All Respondents (wtd)</b>	<b>2002</b>	<b>268</b>	<b>226</b>	<b>124</b>	<b>771</b>	<b>478</b>	<b>134</b>
The provincial government/lottery corporation	735	106	63	48	201	257	60
	37%	39%	28%	39%	26%	54%	45%
		BD		D		ABCD	BD
Private betting companies	124	17	14	8	47	32	6
	6%	6%	6%	6%	6%	7%	5%
Both government & private companies	734	103	95	36	377	85	36
	37%	39%	42%	29%	49%	18%	27%
		EF	CEF	E	ACEF		E
Don't know	410	42	54	32	146	104	32
	20%	16%	24%	26%	19%	22%	24%
				A			
Sigma	2002	268	226	124	771	478	134
	100%	100%	100%	100%	100%	100%	100%