

# SPORTS BETTING

1a. Could you please tell me how likely you will be to bet on the outcome of the following sporting events this year, that could include anything from a bet with friends, to a sports lottery or an office pool: 1) Basketball's NCAA March Madness or NBA play-offs ?

	TOTAL
Base: Ontario respondents	
Unweighted Base	900
Weighted Base	900
Very likely	4%
Somewhat likely	3%
Not very likely	8%
Not at all likely	84%
Don't know	1%
TOPBOX & LOWBOX SUMMARY	
Likely (Top2Box)	7%
Not likely (Low2Box)	92%

1a. Could you please tell me how likely you will be to bet on the outcome of the following sporting events this year, that could include anything from a bet with friends, to a sports lottery or an office pool: 2) Hockey's Stanley Cup play-offs ?

	TOTAL
Base: Ontario respondents	
Unweighted Base	900
Weighted Base	900
Very likely	12%
Somewhat likely	13%
Not very likely	9%
Not at all likely	65%
Don't know	1%
TOPBOX & LOWBOX SUMMARY	
Likely (Top2Box)	25%
Not likely (Low2Box)	74%

Are there any other sporting events that you are likely to bet on the outcome of in the next year ?

	TOTAL
Base: Ontario respondents	
Unweighted Base	900
Weighted Base	900
Yes	21%
No	79%
Don't know	1%

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## 1c. Which ones are they ?

	TOTAL
TOTAL MENTIONS	
Base: Other sporting events that you are likely to bet on	
Unweighted Base	181
Weighted Base	185
Football	47%
Tennis tournaments	4%
Boxing	3%
Car races (i.e. Formula One/Indy/Nascar)	7%
Soccer (i.e. World Cup)	17%
Professional golf games	7%
Boxing matches	1%
Baseball	17%
Horse racing	8%
Ice Hockey	3%
Figure skating	2%
Wrestling	2%
Basketball	1%
Other	6%
Don't know	2%

## SPORTS BETTING

## 2a. Did you bet on the outcome of any of the events in the 2002 Winter Olympics, that could include anything from a bet with friends, to a sports lottery or an office pool ?

	TOTAL
Base: Ontario respondents	
Unweighted Base	900
Weighted Base	900
Yes	8%
No	92%
Don't know	0

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## 2b. Which events did you bet on the outcome of ?

	TOTAL
TOTAL MENTIONS	
Base: Bet on the outcome of events in the 2002 Winter Olympics	
Unweighted Base	72
Weighted Base	74
Men's hockey	89%
Women's hockey	42%
Speed skating	7%
Other	14%
Don't know	2%

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## 3. In total, how much did you lose on bets related to the Winter Olympics ?

	TOTAL
Base: Bet on the outcome of events in the 2002 Winter Olympics	
Unweighted Base	72
Weighted Base	74
I didn't lose/I won	69%
Less than \$5	2%
\$5 to \$10	12%
\$11 to \$25	8%
\$26 to \$50	2%
\$76 to \$100	2%
\$101 to \$1000	2%
Don't know	4%
STATISTICS FOR THOSE WHO LOST MONEY	
Mean	33.85
Median	10.00
Standard Deviation	60.7
Standard Error	13.9

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## 4. Last year, did you bet on the outcome of: 1) Basketball's NCAA March Madness or NBA play-offs ?

	TOTAL
Base: Ontario respondents	
Unweighted Base	900
Weighted Base	900
Yes	3%
No	96%
Don't know	0

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## 5.1. And how much did you lose on the Basketball's NCAA March Madness or NBA play-offs ?

	TOTAL
Base: Bet on Last year's Basketball's NCAA March Madness or NBA play-offs	
Unweighted Base	28
Weighted Base	30
I didn't lose/I won	32%
Less than \$5	8%
\$5 to \$10	26%
\$11 to \$25	20%
\$26 to \$50	8%
\$76 to \$100	4%
Don't know	3%
STATISTICS FOR THOSE WHO LOST MONEY	
Mean	21.30
Median	9.62
Standard Deviation	24.9
Standard Error	5.9

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## 4. Last year, did you bet on the outcome of: 2) Hockey's Stanley Cup play-offs ?

	TOTAL
Base: Ontario respondents	
Unweighted Base	900
Weighted Base	900
Yes	14%
No	86%
Don't know	0

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## 5.2. And how much did you lose on the Hockey's Stanley Cup play-offs ?

	TOTAL
Base: Bet on Last year's Hockey's Stanley Cup play-offs	
Unweighted Base	120
Weighted Base	122
I didn't lose/I won	42%
Less than \$5	3%
\$5 to \$10	24%
\$11 to \$25	11%
\$26 to \$50	3%
\$76 to \$100	3%
\$101 to \$1000	5%
Over \$3000	1%
Don't know	9%
STATISTICS FOR THOSE WHO LOST MONEY	
Mean	425.21
Median	8.64
Standard Deviation	3281.6
Standard Error	430.9

# SPORTS BETTING

## 6. And finally on this subject, could you please tell me which of the following 3 statements is closest to the main reason why you have bet on the outcome of sporting events, or the reason why you plan to in the future ?

	TOTAL
Base: Have bet or plan to bet	
Unweighted Base	311
Weighted Base	316
It's fun and I enjoy it win or lose	38%
It's something I am good at and I usually win money	6%
It's something I do with friends and/or people at work	53%
Don't know	3%