Have you ever wagered money on an online betting platform for a professional sporting event/game?

	Total	Age '18-34	Age '35-54	Age '55+	Gender Male	Gender Female	Province BC	Province AB	Province MB/SK	Province ON	Province PQ	Province ATL	Income <$50K	Income $50K-$99K	Income $100K+	Education HS or less	Education College/ Tech school	Education Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
Yes	254	139	86	29	198	52	28	13	25	133	33	21	98	69	74	94	71	89
	17%	33%	17%	5%	27%	7%	14%	8%	25%	23%	9%	20%	18%	14%	20%	15%	16%	19%
		CD	D		L				MNQ	MNQ		NQ			T			
No	1280	285	413	582	546	720	179	158	77	453	326	88	454	407	295	514	386	380
	83%	67%	83%	95%	73%	93%	86%	92%	75%	77%	91%	80%	82%	86%	80%	85%	84%	81%
			B	BC		K	OP	OPR			OPR			U				

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 7th, 2024

Maru/Blue

February 8th, 2024

9 Feb 2024

Please indicate if you agree or disagree with the following statements: SUMMARY TABLE OF TOP 2 BOX

	Total	Age '18-34	Age '35-54	Age '55+	Gender Male	Gender Female	Province BC	Province AB	Province MB/SK	Province ON	Province PQ	Province ATL	Income <$50K	Income $50K-$99K	Income $100K+	Education HS or less	Education College/ Tech school	Education Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
I fear many young adults will go deep into debt with online sports betting available.	1111	289	332	490	553	545	144	125	77	434	245	87	390	359	261	426	331	354
	72%	68%	67%	80%	74%	71%	70%	73%	75%	74%	68%	80%	71%	76%	71%	70%	72%	75%
				BC														
Current team players and celebrities should be banned from sports gambling ads.	1045	261	322	462	530	501	132	125	64	413	224	87	354	345	249	390	318	337
	68%	61%	65%	76%	71%	65%	64%	73%	63%	71%	62%	80%	64%	72%	67%	64%	69%	72%
				BC	L			Q		Q		MOQ		S				X
Sports gambling commercials should not be allowed during live sports games/events.	1010	270	300	440	501	496	124	109	65	396	231	85	352	310	252	396	293	322
	66%	64%	60%	72%	67%	64%	60%	64%	64%	68%	64%	78%	64%	65%	68%	65%	64%	69%
				BC								MNQ						
A nationwide ban on sports betting commercials needs to be implemented right away.	904	237	274	393	448	442	116	103	60	342	215	68	320	286	211	354	261	289
	59%	56%	55%	64%	60%	57%	56%	60%	59%	58%	60%	62%	58%	60%	57%	58%	57%	62%
				BC														
Sports betting needs no more government oversight and regulation than there is now.	716	252	238	225	358	345	111	89	50	277	124	65	269	210	185	289	211	216
	47%	59%	48%	37%	48%	45%	53%	52%	49%	47%	35%	59%	49%	44%	50%	48%	46%	46%
		CD	D				Q	Q	Q	Q		Q						
Sports betting owners are acting responsibly with their	585	241	195	149	268	308	89	56	37	233	125	44	254	149	146	266	169	150
	38%	57%	39%	24%	36%	40%	43%	33%	37%	40%	35%	40%	46%	31%	40%	44%	37%	32%

	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
ads and marketing.			CD	D										T		T	Z	
There is no need to protect youth and children from sports betting commercials/marketing.	388	183	129	76	197	184	57	33	21	151	90	36	181	89	98	166	113	110
	25%	43%	26%	13%	26%	24%	28%	19%	21%	26%	25%	33%	33%	19%	26%	27%	25%	23%
		CD	D									N	T		T			
The ability to bet on sports makes me want to watch those sports more often.	373	221	96	56	220	145	57	29	24	169	68	27	168	84	96	171	92	110
	24%	52%	19%	9%	30%	19%	27%	17%	23%	29%	19%	25%	30%	18%	26%	28%	20%	23%
		CD	D			L	NQ			NQ			T		T	Y		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 7th, 2024

Maru/Blue

February 8th, 2024

9 Feb 2024

Please indicate if you agree or disagree with the following statements: SUMMARY TABLE OF BOTTOM 2 BOX

		Age			Gender		Province						Income			Education		
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
The ability to bet on sports makes me want to watch those sports more often.	1161	204	403	555	524	627	151	142	78	417	292	82	384	392	273	437	366	359
	76%	48%	81%	91%	70%	81%	73%	83%	77%	71%	81%	75%	70%	82%	74%	72%	80%	77%
			B	BC		K		MP			MP			SU				X
There is no need to protect youth and children from sports betting commercials/marketing.	1146	241	370	534	547	588	150	138	81	435	270	73	371	387	271	442	345	359
	75%	57%	74%	87%	74%	76%	72%	81%	79%	74%	75%	67%	67%	81%	74%	73%	75%	77%
			B	BC				R						SU				
Sports betting owners are acting responsibly with their ads and marketing.	949	184	303	462	475	464	118	114	65	353	234	65	298	327	223	341	289	319
	62%	43%	61%	76%	64%	60%	57%	67%	63%	60%	65%	60%	54%	69%	60%	56%	63%	68%
			B	BC										SU				X
Sports betting needs no more government oversight and regulation than there is now.	818	172	261	385	385	427	97	82	52	308	235	44	283	266	184	319	247	253
	53%	41%	52%	63%	52%	55%	47%	48%	51%	53%	65%	41%	51%	56%	50%	52%	54%	54%
			B	BC							MNOPR							
A nationwide ban on sports betting commercials needs to be implemented right away.	630	187	225	218	296	330	91	68	42	244	144	41	232	190	158	253	197	180
	41%	44%	45%	36%	40%	43%	44%	40%	41%	42%	40%	38%	42%	40%	43%	42%	43%	38%
		D	D															
Sports gambling commercials should not be allowed during live sports games/events.	524	155	199	170	243	276	83	62	37	189	128	24	200	166	117	212	165	147
	34%	36%	40%	28%	33%	36%	40%	36%	36%	32%	36%	22%	36%	35%	32%	35%	36%	31%
		D	D				R	R			R							
Current team players and celebrities should be banned from sports gambling ads.	489	163	177	149	214	271	76	46	38	172	135	22	198	131	120	217	140	132
	32%	39%	35%	24%	29%	35%	36%	27%	37%	29%	38%	20%	36%	28%	33%	36%	31%	28%
		D	D			K	R		R		NPR		T			Z		
I fear many young adults will go deep into debt with online sports betting available.	423	135	167	121	191	227	63	46	25	151	115	22	163	116	108	181	126	116
	28%	32%	33%	20%	26%	29%	30%	27%	25%	26%	32%	20%	29%	24%	29%	30%	28%	25%
		D	D															

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Please indicate if you agree or disagree with the following statements: There is no need to protect youth and children from sports betting commercials/marketing.

	Total	Age			Gender		Province						Income			Education		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
TOP 2 BOX (NET)	388	183	129	76	197	184	57	33	21	151	90	36	181	89	98	166	113	110
	25%	43%	26%	13%	26%	24%	28%	19%	21%	26%	25%	33%	33%	19%	26%	27%	25%	23%
		CD	D									N	T		T			
(4) Agree very much	115	58	42	15	71	42	18	7	9	51	19	11	60	22	29	52	26	37
	7%	14%	8%	2%	10%	5%	9%	4%	9%	9%	5%	10%	11%	5%	8%	9%	6%	8%
		CD	D		L								T					
(3) Agree somewhat	273	125	87	62	126	142	39	26	13	100	71	25	121	67	68	113	87	73
	18%	29%	17%	10%	17%	18%	19%	15%	12%	17%	20%	23%	22%	14%	19%	19%	19%	15%
		CD	D										T					
(2) Disagree somewhat	435	125	149	161	195	237	62	69	24	156	95	29	152	133	109	176	134	125
	28%	29%	30%	26%	26%	31%	30%	41%	23%	27%	27%	26%	27%	28%	30%	29%	29%	27%
								OPQR										
(1) Disagree very much	710	117	220	373	352	350	89	68	57	279	174	44	219	254	162	265	211	234
	46%	28%	44%	61%	47%	45%	43%	40%	56%	48%	48%	40%	40%	53%	44%	44%	46%	50%
			B	BC					N					SU				
BOTTOM 2 BOX (NET)	1146	241	370	534	547	588	150	138	81	435	270	73	371	387	271	442	345	359
	75%	57%	74%	87%	74%	76%	72%	81%	79%	74%	75%	67%	67%	81%	74%	73%	75%	77%
			B	BC				R						SU				
MEAN	1.90	2.30	1.90	1.50	1.90	1.80	1.90	1.80	1.70	1.90	1.80	2.00	2.00	1.70	1.90	1.90	1.80	1.80
		CD	D										T		T			

Please indicate if you agree or disagree with the following statements: Current team players and celebrities should be banned from sports gambling ads.

	Total	Age			Gender		Province						Income			Education		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
	1045	261	322	462	530	501	132	125	64	413	224	87	354	345	249	390	318	337

	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
TOP 2 BOX (NET)	68%	61%	65%	76%	71%	65%	64%	73%	63%	71%	62%	80%	64%	72%	67%	64%	69%	72%
				BC	L			Q		Q		MOQ		S				X
(4) Agree very much	515	94	155	266	290	220	62	58	37	212	99	47	152	180	131	174	160	182
	34%	22%	31%	44%	39%	29%	30%	34%	36%	36%	28%	43%	28%	38%	35%	29%	35%	39%
			B	BC	L					Q		Q		S	S			X
(3) Agree somewhat	530	167	167	196	240	281	70	67	27	201	125	40	202	165	118	217	158	155
	35%	39%	33%	32%	32%	36%	34%	39%	27%	34%	35%	37%	37%	35%	32%	36%	34%	33%
		D																
(2) Disagree somewhat	365	126	128	110	151	210	55	39	27	130	100	15	147	101	87	164	104	97
	24%	30%	26%	18%	20%	27%	27%	23%	27%	22%	28%	13%	27%	21%	23%	27%	23%	21%
		D	D			K	R			R							Z	
(1) Disagree very much	123	37	48	38	63	60	20	8	11	42	35	8	52	30	34	53	36	35
	8%	9%	10%	6%	8%	8%	10%	4%	10%	7%	10%	7%	9%	6%	9%	9%	8%	8%
BOTTOM 2 BOX (NET)	489	163	177	149	214	271	76	46	38	172	135	22	198	131	120	217	140	132
	32%	39%	35%	24%	29%	35%	36%	27%	37%	29%	38%	20%	36%	28%	33%	36%	31%	28%
		D	D			K	R		R			NPR		T			Z	
MEAN	2.90	2.70	2.90	3.10	3.00	2.90	2.80	3.00	2.90	3.00	2.80	3.20	2.80	3.00	2.90	2.80	3.00	3.00
				BC	L			Q		Q		MQ		S				X

Please indicate if you agree or disagree with the following statements: I fear many young adults will go deep into debt with online sports betting available.

		Age			Gender		Province						Income			Education		
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
TOP 2 BOX (NET)	1111	289	332	490	553	545	144	125	77	434	245	87	390	359	261	426	331	354
	72%	68%	67%	80%	74%	71%	70%	73%	75%	74%	68%	80%	71%	76%	71%	70%	72%	75%
				BC														
(4) Agree very much	458	110	137	211	234	216	50	44	38	188	100	38	149	162	104	191	116	151
	30%	26%	27%	35%	31%	28%	24%	26%	37%	32%	28%	35%	27%	34%	28%	31%	25%	32%
				BC					M					S				Y
(3) Agree somewhat	654	179	195	279	319	329	94	81	39	246	144	49	241	198	157	236	216	202
	43%	42%	39%	46%	43%	43%	45%	48%	38%	42%	40%	45%	44%	42%	43%	39%	47%	43%
				C														X
(2) Disagree somewhat	314	106	115	93	144	166	46	37	18	114	86	13	112	88	85	137	88	89
	20%	25%	23%	15%	19%	21%	22%	22%	18%	19%	24%	12%	20%	18%	23%	23%	19%	19%
		D	D								R							
(1) Disagree very much	109	29	52	28	47	61	18	9	7	37	29	9	51	29	22	44	38	27
	7%	7%	10%	5%	6%	8%	8%	5%	7%	6%	8%	8%	9%	6%	6%	7%	8%	6%
			D															
BOTTOM 2 BOX (NET)	423	135	167	121	191	227	63	46	25	151	115	22	163	116	108	181	126	116
	28%	32%	33%	20%	26%	29%	30%	27%	25%	26%	32%	20%	29%	24%	29%	30%	28%	25%

	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/Tech school	Univ+
		D	D															
MEAN	3.00	2.90	2.80	3.10	3.00	2.90	2.90	2.90	3.00	3.00	2.90	3.10	2.90	3.00	2.90	2.90	2.90	3.00
				BC											S			Y

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 7th, 2024

Maru/Blue

February 8th, 2024

9 Feb 2024

Please indicate if you agree or disagree with the following statements: Sports betting needs no more government oversight and regulation than there is now.

		Age			Gender		Province						Income			Education		
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
TOP 2 BOX (NET)	716	252	238	225	358	345	111	89	50	277	124	65	269	210	185	289	211	216
	47%	59%	48%	37%	48%	45%	53%	52%	49%	47%	35%	59%	49%	44%	50%	48%	46%	46%
		CD	D				Q	Q	Q	Q		Q						
(4) Agree very much	208	76	62	70	125	77	30	14	18	86	30	31	76	62	58	81	63	64
	14%	18%	12%	11%	17%	10%	14%	8%	18%	15%	8%	28%	14%	13%	16%	13%	14%	14%
		CD			L		Q		NQ	NQ		MNPQ						
(3) Agree somewhat	508	176	176	155	233	269	81	75	32	191	95	34	193	148	126	208	148	152
	33%	42%	35%	25%	31%	35%	39%	44%	31%	33%	26%	31%	35%	31%	34%	34%	32%	32%
		D	D				Q	PQ										
(2) Disagree somewhat	453	117	143	193	204	244	48	47	29	189	116	25	166	136	100	179	139	135
	30%	28%	29%	32%	27%	32%	23%	27%	28%	32%	32%	23%	30%	29%	27%	30%	30%	29%
									M	M								
(1) Disagree very much	365	55	117	192	181	183	49	35	23	119	119	19	117	130	85	139	107	118
	24%	13%	24%	31%	24%	24%	24%	21%	23%	20%	33%	18%	21%	27%	23%	23%	23%	25%
			B	BC							MNPR			S				
BOTTOM 2 BOX (NET)	818	172	261	385	385	427	97	82	52	308	235	44	283	266	184	319	247	253
	53%	41%	52%	63%	52%	55%	47%	48%	51%	53%	65%	41%	51%	56%	50%	52%	54%	54%
			B	BC							MNOPR							
MEAN	2.40	2.60	2.40	2.20	2.40	2.30	2.40	2.40	2.40	2.40	2.10	2.70	2.40	2.30	2.40	2.40	2.40	2.30
		CD	D				Q	Q	Q	Q		NPQ						

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 7th, 2024

Maru/Blue

February 8th, 2024

9 Feb 2024

Please indicate if you agree or disagree with the following statements: The ability to bet on sports makes me want to watch those sports more often.

	Total	Age			Gender		Province						Income			Education		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
TOP 2 BOX (NET)	373	221	96	56	220	145	57	29	24	169	68	27	168	84	96	171	92	110
	24%	52%	19%	9%	30%	19%	27%	17%	23%	29%	19%	25%	30%	18%	26%	28%	20%	23%
		CD	D		L		NQ			NQ			T		T	Y		
(4) Agree very much	114	71	28	15	77	35	15	3	8	59	21	9	58	21	30	56	28	30
	7%	17%	6%	2%	10%	5%	7%	1%	8%	10%	6%	8%	10%	4%	8%	9%	6%	6%
		CD	D		L		N		N	NQ	N	N	T		T			
(3) Agree somewhat	258	149	68	40	143	110	42	26	16	110	46	19	110	63	67	115	64	80
	17%	35%	14%	7%	19%	14%	20%	15%	15%	19%	13%	17%	20%	13%	18%	19%	14%	17%
		CD	D		L		Q			Q			T					
(2) Disagree somewhat	295	106	110	79	151	140	37	34	19	117	68	19	101	93	72	109	91	94
	19%	25%	22%	13%	20%	18%	18%	20%	19%	20%	19%	17%	18%	19%	20%	18%	20%	20%
		D	D															
(1) Disagree very much	867	98	292	477	372	487	114	108	59	300	223	63	283	299	201	327	274	265
	56%	23%	59%	78%	50%	63%	55%	63%	58%	51%	62%	58%	51%	63%	54%	54%	60%	56%
			B	BC		K		P			P			SU				
BOTTOM 2 BOX (NET)	1161	204	403	555	524	627	151	142	78	417	292	82	384	392	273	437	366	359
	76%	48%	81%	91%	70%	81%	73%	83%	77%	71%	81%	75%	70%	82%	74%	72%	80%	77%
			B	BC		K		MP			MP			SU				X
MEAN	1.80	2.50	1.70	1.30	1.90	1.60	1.80	1.60	1.70	1.90	1.60	1.80	1.90	1.60	1.80	1.80	1.70	1.70
		CD	D		L		N			NQ			T		T	Y		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 7th, 2024

Maru/Blue

February 8th, 2024

9 Feb 2024

Please indicate if you agree or disagree with the following statements: Sports gambling commercials should not be allowed during live sports games/events.

	Total	Age			Gender		Province						Income			Education		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
TOP 2 BOX (NET)	1010	270	300	440	501	496	124	109	65	396	231	85	352	310	252	396	293	322
	66%	64%	60%	72%	67%	64%	60%	64%	64%	68%	64%	78%	64%	65%	68%	65%	64%	69%
				BC								MNQ						
(4) Agree very much	481	98	146	236	251	223	62	58	35	181	105	40	148	159	123	176	141	164
	31%	23%	29%	39%	34%	29%	30%	34%	34%	31%	29%	36%	27%	33%	33%	29%	31%	35%
				BC														

	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
(3) Agree somewhat	530	172	154	204	250	273	62	51	31	215	126	46	204	151	129	220	152	158
	35%	41%	31%	33%	34%	35%	30%	30%	30%	37%	35%	42%	37%	32%	35%	36%	33%	34%
		CD																
(2) Disagree somewhat	411	124	156	132	186	222	67	57	29	147	94	18	153	136	90	166	132	113
	27%	29%	31%	22%	25%	29%	32%	33%	28%	25%	26%	16%	28%	29%	24%	27%	29%	24%
		D	D				R	R										
(1) Disagree very much	112	31	43	39	57	55	17	5	8	43	34	6	46	30	28	45	33	34
	7%	7%	9%	6%	8%	7%	8%	3%	8%	7%	10%	6%	8%	6%	7%	7%	7%	7%
									N									
BOTTOM 2 BOX (NET)	524	155	199	170	243	276	83	62	37	189	128	24	200	166	117	212	165	147
	34%	36%	40%	28%	33%	36%	40%	36%	36%	32%	36%	22%	36%	35%	32%	35%	36%	31%
		D	D				R	R			R							
MEAN	2.90	2.80	2.80	3.00	2.90	2.90	2.80	2.90	2.90	2.90	2.80	3.10	2.80	2.90	2.90	2.90	2.90	3.00
				BC								M						

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni February 7th, 2024

Maru/Blue

February 8th, 2024

9 Feb 2024

Please indicate if you agree or disagree with the following statements: A nationwide ban on sports betting commercials needs to be implemented right away.

		Age			Gender		Province						Income			Education		
	Total	'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
TOP 2 BOX (NET)	904	237	274	393	448	442	116	103	60	342	215	68	320	286	211	354	261	289
	59%	56%	55%	64%	60%	57%	56%	60%	59%	58%	60%	62%	58%	60%	57%	58%	57%	62%
				BC														
(4) Agree very much	397	94	127	176	214	176	39	42	30	149	101	35	127	126	99	155	108	134
	26%	22%	26%	29%	29%	23%	19%	25%	29%	25%	28%	32%	23%	27%	27%	26%	24%	29%
				B	L						M	M						
(3) Agree somewhat	507	143	147	217	234	267	77	61	30	193	114	32	192	159	113	199	153	155
	33%	34%	29%	36%	31%	35%	37%	35%	29%	33%	32%	30%	35%	34%	31%	33%	34%	33%
(2) Disagree somewhat	455	142	155	158	209	244	68	49	28	171	108	30	162	152	105	181	143	131
	30%	33%	31%	26%	28%	32%	33%	29%	28%	29%	30%	28%	29%	32%	28%	30%	31%	28%
		D																
(1) Disagree very much	175	46	70	59	87	86	23	19	14	73	36	11	70	37	53	73	54	48
	11%	11%	14%	10%	12%	11%	11%	11%	13%	12%	10%	10%	13%	8%	14%	12%	12%	10%
			D										T		T			
BOTTOM 2 BOX (NET)	630	187	225	218	296	330	91	68	42	244	144	41	232	190	158	253	197	180
	41%	44%	45%	36%	40%	43%	44%	40%	41%	42%	40%	38%	42%	40%	43%	42%	43%	38%
		D	D															
MEAN	2.70	2.70	2.70	2.80	2.80	2.70	2.60	2.70	2.70	2.70	2.80	2.80	2.70	2.80	2.70	2.70	2.70	2.80
				BC														

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Please indicate if you agree or disagree with the following statements: Sports betting owners are acting responsibly with their ads and marketing.

	Total	Age			Gender		Province						Income			Education		
		'18-34	'35-54	'55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<$50K	$50K-$99K	$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1534	387	509	638	736	780	209	174	95	602	369	85	457	485	447	304	456	774
BASE: WEIGHTED	1534	424	499	611	744	772	208	171	102*	585	359	109*	552	476	369	607	458	469
	585	241	195	149	268	308	89	56	37	233	125	44	254	149	146	266	169	150
TOP 2 BOX (NET)	38%	57%	39%	24%	36%	40%	43%	33%	37%	40%	35%	40%	46%	31%	40%	44%	37%	32%
		CD	D										T		T	Z		
	138	72	45	20	76	61	20	6	9	58	28	17	63	33	34	70	31	36
(4) Agree very much	9%	17%	9%	3%	10%	8%	10%	3%	9%	10%	8%	15%	11%	7%	9%	11%	7%	8%
		CD	D				N			N		N	T			Y		
	447	168	150	129	193	247	69	51	28	175	97	27	191	116	112	197	137	113
(3) Agree somewhat	29%	40%	30%	21%	26%	32%	33%	30%	27%	30%	27%	25%	35%	24%	30%	32%	30%	24%
		CD	D			K							T			Z		Z
	588	135	169	283	265	314	76	72	40	214	149	37	192	203	128	228	174	185
(2) Disagree somewhat	38%	32%	34%	46%	36%	41%	37%	42%	39%	36%	41%	34%	35%	43%	35%	38%	38%	39%
				BC										SU				
	362	48	134	179	210	149	42	42	25	139	85	28	106	123	95	113	114	134
(1) Disagree very much	24%	11%	27%	29%	28%	19%	20%	25%	24%	24%	24%	25%	19%	26%	26%	19%	25%	29%
			B	B	L									S	S		X	X
	949	184	303	462	475	464	118	114	65	353	234	65	298	327	223	341	289	319
BOTTOM 2 BOX (NET)	62%	43%	61%	76%	64%	60%	57%	67%	63%	60%	65%	60%	54%	69%	60%	56%	63%	68%
			B	BC										SU				X
MEAN	2.20	2.60	2.20	2.00	2.20	2.30	2.30	2.10	2.20	2.30	2.20	2.30	2.40	2.10	2.20	2.40	2.20	2.10
		CD	D		K		N						TU			YZ		