

# Gambling - Canada - 2023

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- What have consumers gambled on? How often have they gambled?
- What motivations and barriers to gambling do consumers experience?
- Where have consumers seen sportsbook ads since the launch of the iGaming market?

In August 2021, the Canadian government legalized single-game sports betting, changing the face of sports betting in Canada forever. While this alone was a huge transformation of the types of sports gambling Canadians were typically allowed to participate in, it also paved the way for one of the most significant developments in the Canadian gambling market in the past decade – the launch of Canada’s very first commercial gaming market, titled the iGaming Market. For the first time in Canadian history, commercial operators and sportsbooks would be allowed to operate, competing with the existing betting corporations.

The launch of the iGaming market had a profound affect on consumers with a previous betting history but did little to convince non-bettors to give the activity a try. Current gamblers significantly increased the rate at which they bet and were now betting on a much wider variety of sports than they had previously, with the newer commercial sportsbooks offering daily bonus deals on select wagers across a variety of sports.

On the brick & mortar side of things, some casinos responded to the launch of the iGaming and sports betting markets by launching sites of their own. Brands like the Fallsview Casino launched Play Fallsview and updated their loyalty programs while trying to innovate to stay relevant.

Finally, as brands and new sportsbooks tried to build their reputation in Canada, some consumers felt like they’d been advertising too much, with a sizeable minority of consumers reporting that they’re sick of sportsbook advertisements, and this does skew higher among frequent bettors.



“The launch of the iGaming market in Ontario has been a resounding success, both bringing new business and breathing new life into the gambling landscape in the province, while also encouraging existing players – like casinos and OLG – to innovate and adapt.”  
– Michael Lloy, Senior Tech & Media Analyst

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Ultimately, the industry – at least in Ontario – has seen some massive disruption in the past 12 months and it will be interesting to track well into the future.

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---

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## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report

### EXECUTIVE SUMMARY

- Top takeaways
- Consumer trends
- Consumers playing free-to-play gambling video games are an excellent niche for brands to target

Figure 1: Participation in betting, "I play gambling-style video games without betting money" (% any agree) vs overall, 2022

- Sports gambling frequency has increased over the past twelve months

Figure 2: Sports gambling frequency, 2023 vs 2022

- Consumers are sick of seeing sports gambling ads

Figure 3: Sports betting advertising attitudes, 2022

- Competitive strategies
- Traditional casinos are embracing online gambling
- Challenges face other provinces hoping to follow Ontario
- Sportsbooks leverage start power to build their brands in the iGaming market

Figure 4: Fallsview Social Instagram post, November 2022

- Market Predictions
- While Canadians have been severely impacted by rising prices, CPI deceleration makes the future look promising
- Inflation poised to drain the purchasing power of Canadian households

- The iGaming market has resulted in massive growth for Ontario's gaming industry
- The launch of the iGaming market initiates massive growth in the Canadian gaming industry

Figure 6: Category outlook, gambling, 2023-28

- Opportunities
- Casinos and sportsbooks need to work on reaching and converting non-bettors
- Brands can leverage AI to put the power back into users' hands

### THE MARKET – BY THE NUMBERS

- The launch of the iGaming Market in Ontario has been explosive

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Figure 7: iGaming fiscal results, Q1 – Q3, 2022

**MARKET FACTORS**

- **February 2023 sees massive inflation deceleration**
- **While Canadians have been severely impacted by rising prices, CPI deceleration makes the future look promising**  
Figure 8: Canadian Consumer Price Index, 2020-23
- **Household savings have risen slightly from a 5% plateau**  
Figure 9: Canadian household savings rate, Q1 2019-Q4, 2022
- **Canada’s aging population will likely put pressure on younger Canadians**  
Figure 10: Canadian population age projections, yearly, 2000-40
- **Diversity among future generations is projected to increase**  
Figure 11: Proportion of visible minority in Canada, 1981-2040

**COMPETITIVE STRATEGIES**

- **Land-based casinos adopt online gaming instead of fighting against it**  
Figure 12: Fallsview Casino Social Instagram post, 2022
- **Challenges face other provinces hoping to follow Ontario**
- **Sportsbooks are using star power to make a splash**  
Figure 13: Jamie Foxx Instagram Post, 2021
- **The growing role of AI and emerging technologies in commercial sports betting**  
Figure 14: Lucky Block Instagram Post, 2023

**FAST FACTS: GAMBLING**

**GAMBLING PARTICIPATION**

- **Just over two thirds of Canadian consumers have participated in some form of gambling**  
Figure 15: Participation in betting, 2022
- **Men are more likely to have engaged in most forms of betting, but opportunities exist to get women involved**  
Figure 16: Participation in betting, men vs women, 2022
- **Age plays a significant part in how consumers have engaged with gambling**  
Figure 17: Participation in casino-style gambling, by age, 2022  
Figure 18: Participation in sports betting, by age, 2022  
Figure 19: Other gambling/betting participation, by age, 2022

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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- Asian Canadians betting history showcases vastly different gambling habits**  
 Figure 20: Participation in betting (select), Chinese and South Asian consumers vs overall, 2022
- There is an opportunity to convert free-to-play gambling video game players to betters**  
 Figure 21: Participation in betting, "I play gambling-style video games without betting money" (% any agree) vs overall, 2022
- Mirroring the gambling population, the vast majority of free gambling video-gamers are men under the age of 54**  
 Figure 22: "I play gambling-style video games without betting money" (% any agree), by age and gender, 2022

**GAMBLING FREQUENCY**

- Half of gamblers place bets at least several times per month**  
 Figure 23: Betting frequency, 2022
- Men are more avid betters than women**  
 Figure 24: Betting frequency, men vs women, 2022  
 Figure 25: Gamble daily, by age and gender, 2022
- Frequent betting can engender higher brand loyalty**  
 Figure 26: Gambling loyalty, men vs women, 2022
- Men aged 35-44 have the highest brand loyalty to frequently-used casinos and sportsbooks**  
 Figure 27: Gambling loyalty (% any agree), by age and gender, 2022

**GAMBLING MOTIVATIONS**

- Aside from winning money, consumers enjoy the experience and social aspects of gambling**  
 Figure 28: Reasons for gambling, 2022
- Men are significantly more likely to enjoy the intricacies of gambling while spending their free time and money on betting**  
 Figure 29: Reasons for gambling, men vs women, 2022  
 Figure 30: Fallsview Casino Facebook post, 2022
- Social gambling is a significant motivator for younger women**  
 Figure 31: Social gambling, by age and gender, 2022  
 Figure 32: Fallsview Casino Facebook post, 2022
- Younger consumers are more open to trying something new**

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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Figure 33: "I want to try something new" as a reason for gambling, by age, 2022

- **Gambling incentives are important to a large niche of consumers**

Figure 34: Gambling incentive attitudes, 2022

### GAMBLING BARRIERS

- **Both a lack of interest and fear of losing money are keeping consumers away from betting**

Figure 35: Reasons for not gambling, 2022

- **Lack of interest among older consumers is a large barrier for gamblers and sportsbooks**

Figure 36: Uninterested in gambling, by age, 2022

- **Younger consumers were significantly more likely to feel that casino games were unfair**

Figure 37: Casino games are rigged, by age, 2022

- **The morality and ethics of gambling are a concern for many Canadians**

Figure 38: Attitudes around the morality and ethics of gambling, 2022

- **Frequent gamblers are significantly more concerned about the ethics of their hobby**

Figure 39: "I have concerns about the morality and ethics of gambling" (% any agree), by age and gender, 2022

- **Women typically have stronger feelings about animal racing than men**

Figure 40: "I believe racing animals is animal cruelty" (% any agree), by age and gender, 2022

- **Religion may play a part in associations of immorality and gambling, but changing generational mores may provide an opportunity for betting brands**

### SPORTS BETTING: ONE YEAR LATER

- **Daily sports betting has increased significantly**

Figure 41: Sports betting frequency, 2023 vs 2022

- **Men are driving frequent sports betting, with men aged 35-44 driving daily bets**

Figure 42: Sports betting frequency, by gender

- **Consumers are betting on a wider variety of sports in 2023**

Figure 43: Sports bet on in the past 12 months, 2023 vs 2022

- **Younger consumers are driving basketball and soccer betting**

Figure 44: Sports bet on in the past 12 months, by age, 2022

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Consumers are planning to gamble, and sportsbooks need to help them execute on those plans**

Figure 45: Sports planned to bet on in the next 12 months, 2022

- **Younger men are driving plans to gamble over the next twelve months**

Figure 46: Sports planned to bet on in the next 12 months, men by age, 2022

- **Despite changing demographics, staple sports remain staples**

Figure 47: Sports planned to bet on in the next 12 months, by race, 2022

- **Knowledge of sports betting terms and lingo remains low**

Figure 48: "I am familiar with most sports betting terms", 2023 vs 2022

**SPORTS BETTING: ADS AND ATTITUDES**

- **Nearly two thirds of Canadians have experienced a sports betting ad over the past nine months**

Figure 49: Sports gambling ads experienced in the past 9 months, 2022

- **Men were significantly more likely to have experienced every type of sports gambling ad**

Figure 50: Sports gambling ads experienced in the past 9 months, men vs women, 2022

- **Age plays an important role in which ads are being experienced**

Figure 51: Sports gambling ads experienced in the past 9 months, by age, 2022

- **Celebrity faces aren't making consumers want to see more sportsbook ads...**

Figure 52: Sports betting advertising attitudes, 2022

- **Still, among frequent betters the ads seem to be working**

Figure 53: Sports betting advertising attitudes, by those who bet on sports at least once per week, 2022

**APPENDIX – DATA SOURCES AND ABBREVIATIONS**

- Data sources
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations
- Terms

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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