



Manitoba Sports Bettor Survey 2024

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Executive Summary

The Liquor, Gaming and Cannabis Authority of Manitoba (LGCA) conducts research related to the industries it regulates. This research provides practical and accurate evidence to help inform operational needs, legislative development and public education campaigns.

In June 2021, the Senate of Canada approved Bill C-218, The Safe and Regulated Sports Betting Act, giving provinces and territories discretion to conduct and manage single-event sports betting within their jurisdictions. Since then, there have been expanded opportunities for Canadians to place online bets for sports. In addition, there has also been an increase in advertising and promotions to incentivize sports betting across Canada.

To better understand the current scope of sports betting in Manitoba, the LGCA contracted Prairie Research Associates (PRA Inc.) to conduct a survey of 500 adult Manitobans who have bet on sports in the past 12 months. Between March and April 2024, PRA surveyed 379 Manitobans through an online panel and 121 through random-digit dialling. The goal of this survey was to develop baseline information on sports betting related to bettors' behaviours, knowledge and use of lower-risk strategies.



HIGHLIGHTS

Overall, 21% of Manitobans have bet on sports in the past 12 months – either through sportsbooks or through bets placed with friends or family. Football and hockey were the two most popular kinds of sports that Manitobans bet on, with 60% of sports bettors having bet on football and 59% on hockey.

Online sports betting is a popular method for placing bets on sports in Manitoba. Fifty-two per cent of sports bettors reported placing online bets on sports in the past year. Among those who bet online, about 60% reported betting at least weekly, including 15% who bet daily. Twenty-five per cent of online bettors reported checking odds daily, and 65% of those who have placed a bet online reported doing so because of an online promotion.

Sixteen per cent of sports bettors reported wanting to reduce how much or how often they bet on sports. On average, the typical sports bettor wagered about \$156 on sports in their heaviest betting month. Fifty-eight per cent of sports bettors agreed there is a need for more campaigns and social responsibility messaging that emphasizes lower-risk behaviours or strategies for betting on sports.

In terms of demographics, men were 2.5 times more likely to have bet on sports than women. Younger sports bettors aged 18 to 29 were more likely to have bet online, bet more frequently and bet higher amounts of money (\$233) in their heaviest betting month, as compared to their older counterparts. They were also more likely to report chasing losses by betting in an attempt to win back losses and wanting to reduce their betting.

Sports Betting

SPORTS BETTORS IN MANITOBA

Overall, 21% of Manitobans have bet on sports in the past 12 months. These results may be higher than other surveys because the LGCA used a broader definition of betting on sports, which included bets made with family or friends. For this survey, bets made with family or friends refers to bets that may not necessarily have been placed using a sportsbook. For instance, a person may have wagered \$20 against a friend that a team would win a particular game.

Key demographic differences. There are several important differences among demographic groups:

- Younger Manitobans were more likely to have bet on sports (34% of those aged 18 to 29 compared to 9% of those aged 65 and older).
- Men (32%) were more than 2.5 times more likely to have bet on sports than women (12%).
- Those living in Winnipeg (24%) were more likely to have bet on sports than those outside Winnipeg (17%).

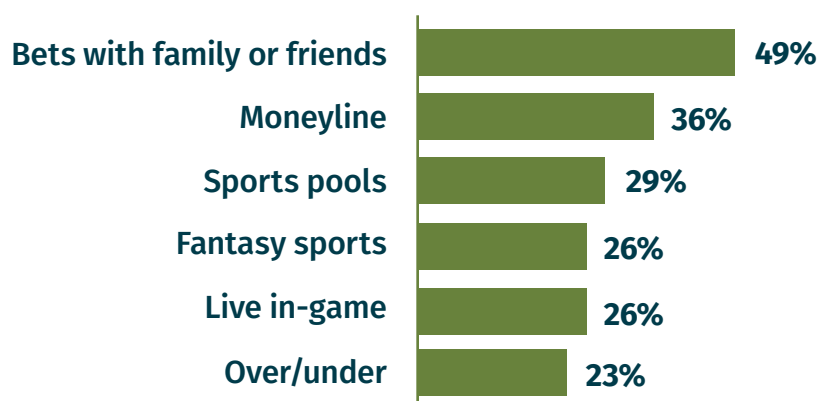
TYPES OF BETS MADE IN PAST YEAR

About half (49%) of Manitoba sports bettors reported placing bets with family members or friends in the past year. Thirty-six per cent of bettors reported making moneyline bets, while 29% bet on sports pools.

Key demographic differences. Younger Manitobans were more likely to have made moneyline bets, live in-game bets, and parlay bets. Women were more likely than men to have bet with family or friends, while men were more likely to have made all other types of sports bets.

MOST COMMON SPORTS BETS

(See definitions below.)



DEFINITIONS

Bets with family or friends: Bets placed with or against family or friends on sports, which may include formal (e.g., sportsbook) or informal bets.

Moneyline: A bet on who will win or lose a game.

Parlay: A bet on two or more individual outcomes in a single wager.

Sports Pools: Bettors pay a fixed price into a pool and make multiple predictions on outcomes.

Fantasy Sports: A bettor assembles a virtual team of professional athletes and accumulates points based on their performance and stats. Typically bettors play against other bettor-created teams.

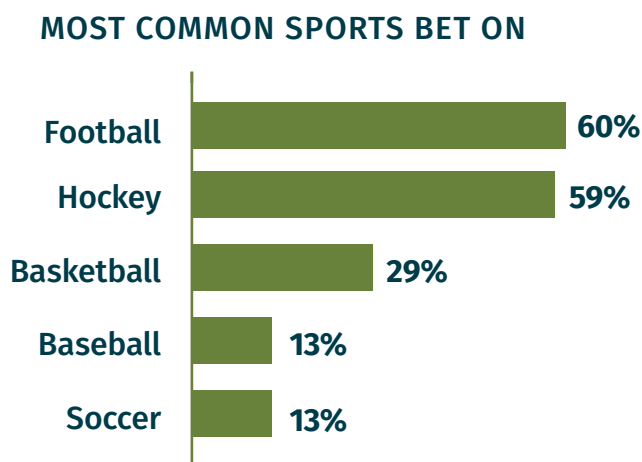
Live in-game: A bet placed on a sporting event once it has started, either on the outcome or on events that occur within the game.

Over/under: Betting on whether the actual number in a game (e.g., total combined score / goals) will be higher or lower than the number projected by sportsbooks.

MOST COMMON SPORTS BET ON

Among sports bettors, two sports tend to stand out more than others in terms of betting – football (60%) and hockey (59%). Both sports were bet on at least once in the past year by most sports bettors. Basketball falls into third place but was bet on by less than one third (29%) of sports bettors.

Key demographic differences. Age seems to play a role in the type of sports Manitobans bet on. Older Manitobans were more likely to have bet on football, but less likely to have bet on basketball or soccer.



FREQUENCY OF BETTING

In the month that respondents bet the most, about four in 10 bet at least weekly, including 6% who bet daily. Conversely, in the month when they bet most frequently, about one third (31%) only bet a single time.

Key demographic differences. Younger Manitobans tend to bet more frequently, with 32% of those aged 18 to 29 reporting betting at least several times a week. In addition, those with high school or less education (41%) were more likely than those with a higher level of education to have bet on sports at least several times a week in their heaviest betting month.

HIGHEST FREQUENCY OF BETTING



ONLINE BETTING

Among sports bettors, 52% have placed online sports bets in the past year.

Key demographic differences. Online sports betting decreased by age, from 66% of 18- to 29-year-olds to 25% of those aged 65 and older.

Key differences by betting behaviours.

The greater the variety of sports someone had bet on in the past year, the more likely they were to have bet on sports online. Just 36% of those who bet on a single sport reported doing so online. This increased with each additional sport bet on. Ninety per cent of those who bet on five or more different sports bet on sports online.

ONLINE BET IN PAST YEAR



90%

Bet on five or more sports



78%

Chased a loss

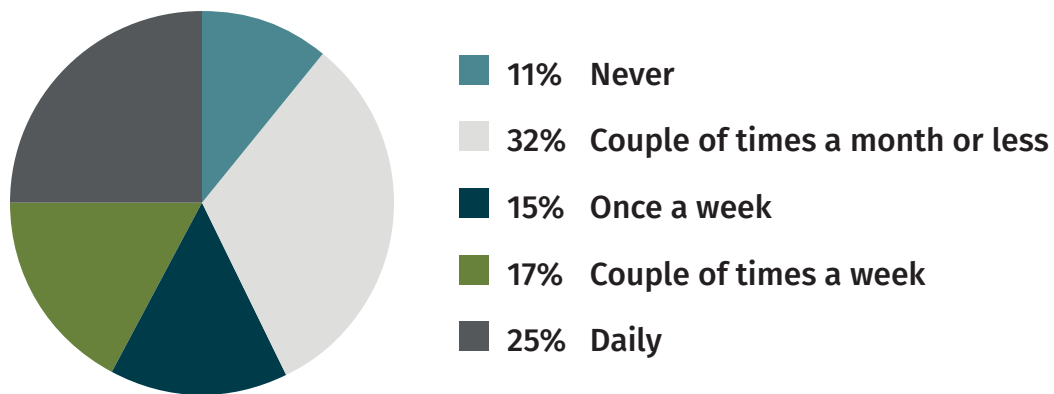
ONLINE BETTING BEHAVIOURS – CHECKING ODDS

Among online sports bettors, the majority reported checking odds at least once a week, including one quarter (25%) who checked odds daily.

Key demographic differences. There are no significant differences among demographic groups in frequency of checking odds online.

Key differences by betting behaviour. The greater the number of sports people bet on, the more likely they were to check odds daily, from 18% of those who bet on only one sport up to 85% of those who bet on five or more sports.

FREQUENCY OF CHECKING ODDS

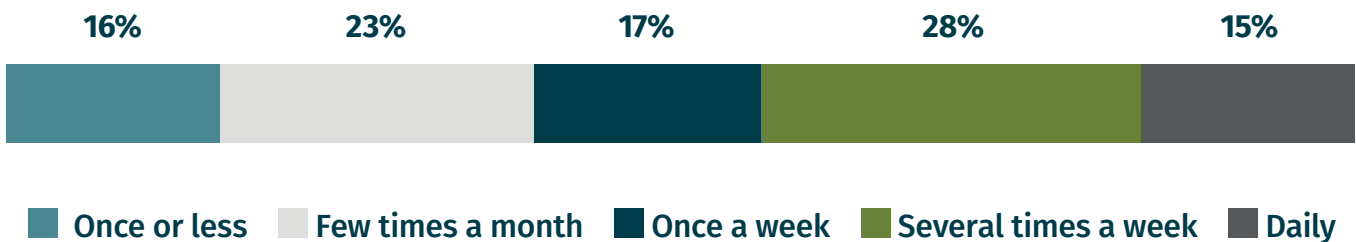


ONLINE BETTING BEHAVIOURS - FREQUENCY OF BETTING

In the month that respondents bet the most online, about six in 10 people bet at least weekly, including 15% who bet daily.

Key differences by betting behaviours. There is variation in those placing daily bets by the number of sports they bet on; however, the relationship is not linear. Those who bet on a single sport (20%) or five or more sports (63%) were most likely to have placed bets daily, while of those who bet on two, three or four sports, only 4% to 8% reported betting daily.

HIGHEST FREQUENCY OF BETTING ONLINE



ONLINE BETTING BEHAVIOURS – LARGEST DAILY BETS AND LOSSES

Among online sports bettors, the average for the largest amount lost in a single day is about 11% higher than the average for the largest amount bet in a day. This makes sense given that bets made in a day may not be cashed that day. For example, a bettor may place several bets on the Grey Cup in the days leading up to the Grey Cup.



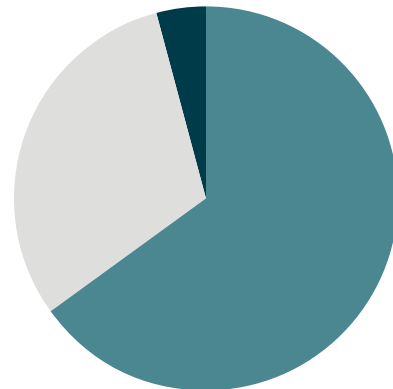
ONLINE BETTING BEHAVIOURS – PROMOTIONS AND BETTING

Among online sports bettors, two thirds (65%) have placed a bet because of an online promotion.

Key demographic differences. As age increased, respondents were less likely to say they placed a bet because of a promotion.

Key differences by betting behaviours. Those who have chased a loss by betting in an attempt to win back losses were most likely to have placed a bet because of a promotion (81%). The greater the number of different sports someone bet on, the higher the proportion who placed a bet because of a promotion, from 43% of those who bet on only one sport up to 93% who bet on five or more sports.

PLACED BET BECAUSE OF PROMOTION



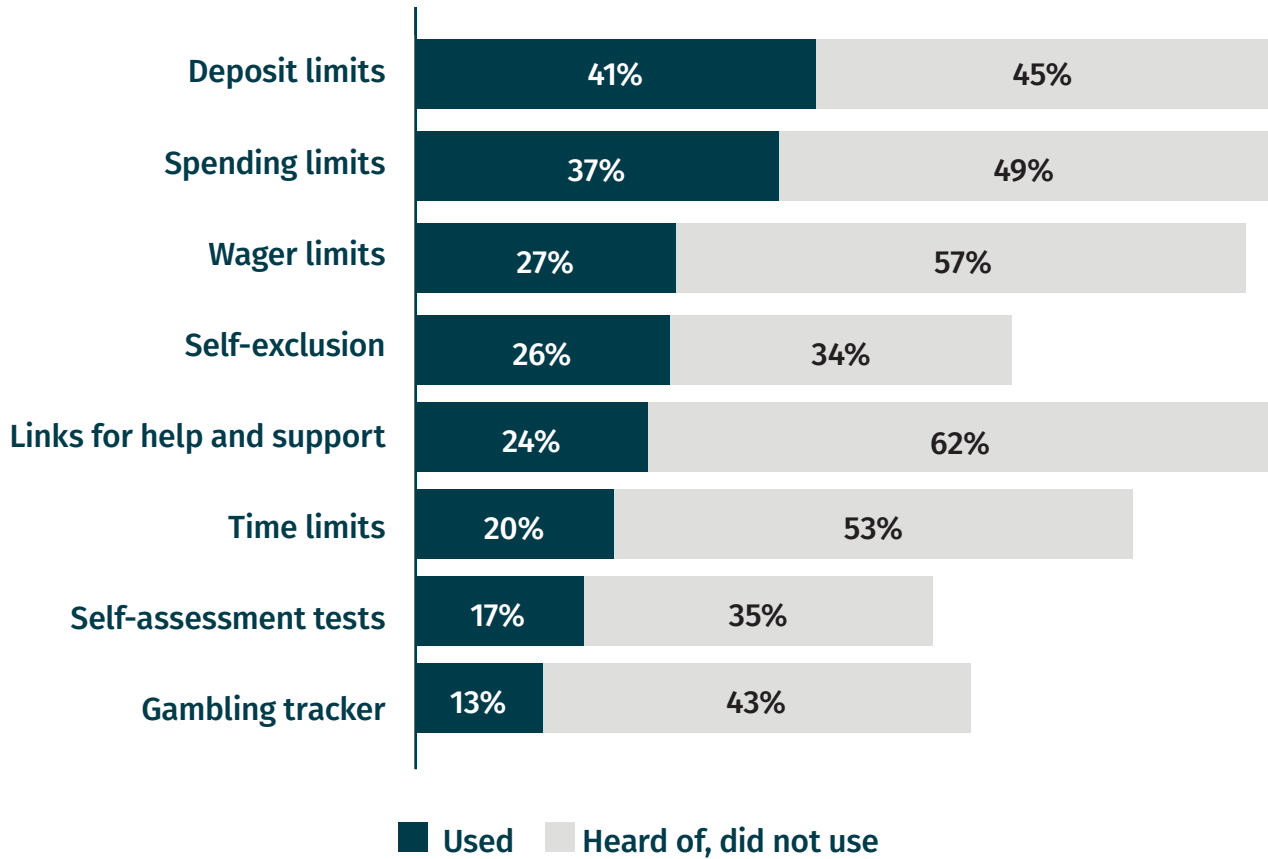
- 65% Placed bet because of promotion
- 31% Did not place bet
- 4% Don't know

ONLINE BETTING – USE OF RESPONSIBLE GAMING TOOLS

Online bettors were asked about their awareness and use of eight different responsible gaming tools. There appears to be a high correlation between awareness and use, as the tools that were used less often also had lower awareness. The most used tools were deposit limits and spending limits, with about four in 10 online bettors using these tools.

Key demographic differences. There is some evidence to show that younger online sports bettors and women tend to be more likely than their counterparts to use these tools.

USE OF RESPONSIBLE GAMING TOOLS





MOTIVATORS FOR BETTING ON SPORTS

When asked what motivated them to bet on sports, respondents reported their primary motivators to bet were to make watching sports more fun or exciting (66%) or because it is fun to do with family or friends (61%).

Key demographic differences. Older respondents were less motivated to bet on sports to use their knowledge to win money or because of incentives offered by websites.

Key differences by betting behaviours. Those who bet online were less motivated to bet as a fun activity to do with family or friends, and more motivated to use their knowledge to win money and because of incentives offered by websites. The greater the number of different sports someone bet on, the more they were motivated by using their knowledge to win money and incentives offered by websites.

REASONS FOR BETTING ON SPORTS



AMOUNTS BET ON SPORTS

In their heaviest betting month, the typical sports bettor wagered \$156 on sports.

Key demographic differences. A few groups stood out as betting the most in a single month: 18- to 29-year-olds (\$233) and those with a household income under \$40,000 (\$202).

Key differences by betting behaviours. The table to the right shows differences based on key betting behaviours in terms of the average bet in a single month. Those who have chased a loss, wanted to reduce how much or how often they bet on sports, or those who bet online wagered the most in a given month.



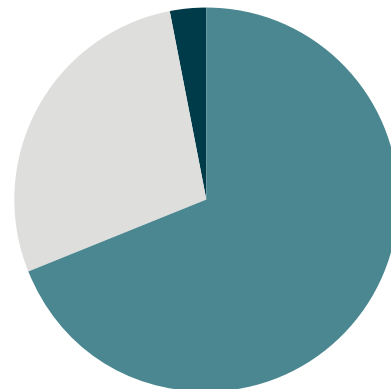
CHASING LOSSES

About one quarter of sports bettors (28%) say they have chased a loss by increasing what they bet on sports in hopes of winning back money they lost on previous sports bets.

Key demographic differences. As age increased, respondents were less likely to say they had chased losses, dropping from 43% of those aged 18 to 29 to 9% of those 65 and older.

Key differences by betting behaviours. Those who bet online were about 3.5 times more likely than those who had not to have chased losses (41% versus 12%). The greater the variety of different sports someone bet on, the more likely they were to have chased a loss, increasing from 17% who bet on one sport up to 72% of those who bet on five or more sports.

CHASED A LOSS



- 69% Have not chased a loss
- 28% Chased a loss
- 3% Don't know



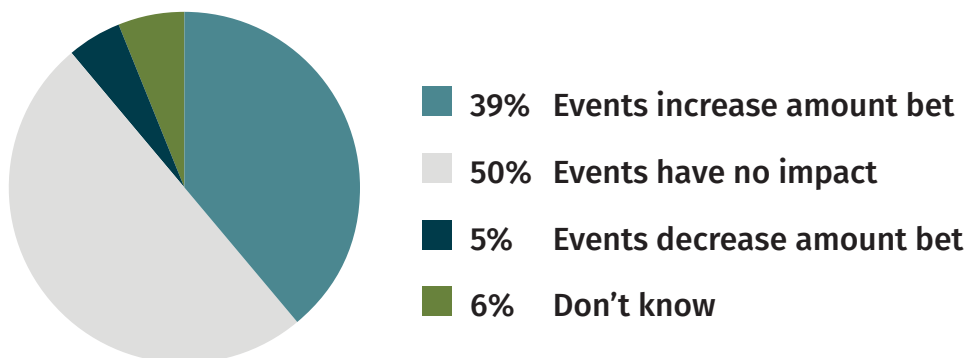
IMPACT OF MAJOR SPORTING EVENTS ON SPORTS BETTING

When asked about the impact major sporting events (e.g., Super Bowl, Grey Cup) can have on how much they bet, respondents leaned much more towards increasing their bet than decreasing their bet by a ratio of about 8:1.

Key demographic differences. As age increased, respondents were less likely to say the amount they bet increased, dropping from 51% of those aged 18 to 29 to 26% of those 65 and older.

Key differences by betting behaviours. Those who bet on fewer types of sports were less influenced by major sporting events, as just 27% of those who bet on a single sport increased their bet compared to 65% of those who bet on five or more sports.

IMPACT OF MAJOR SPORTING EVENTS ON BETTING



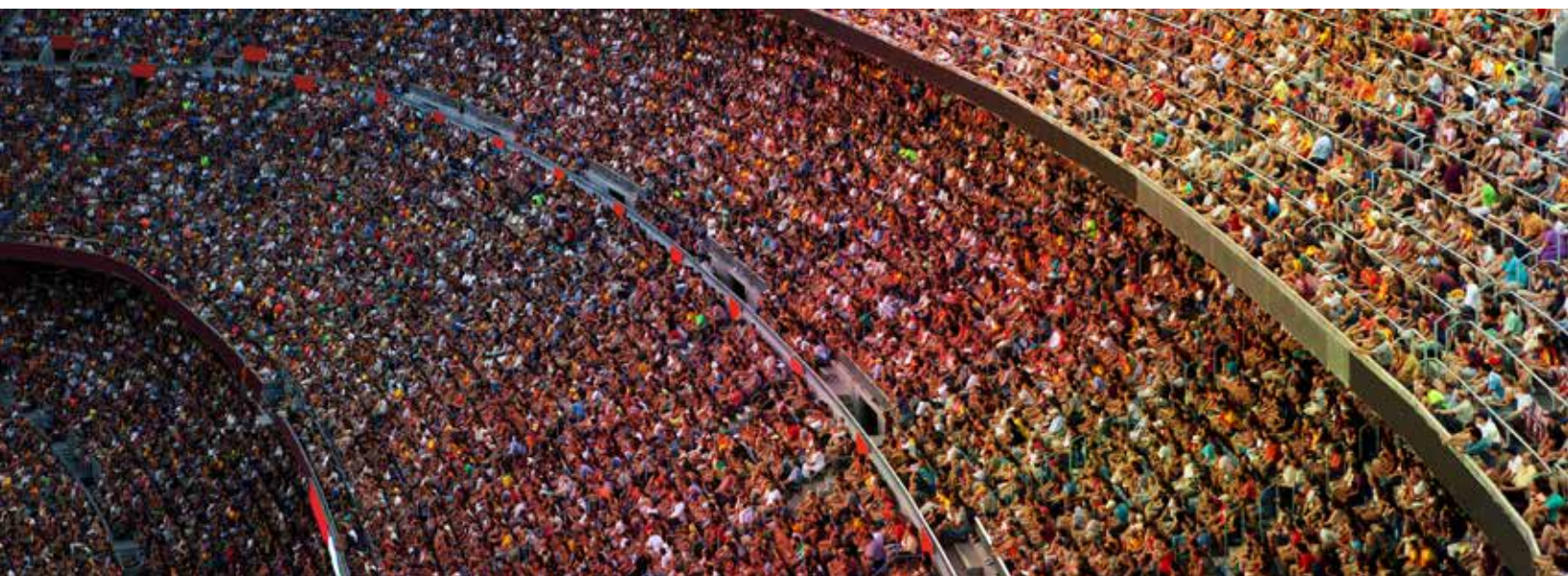
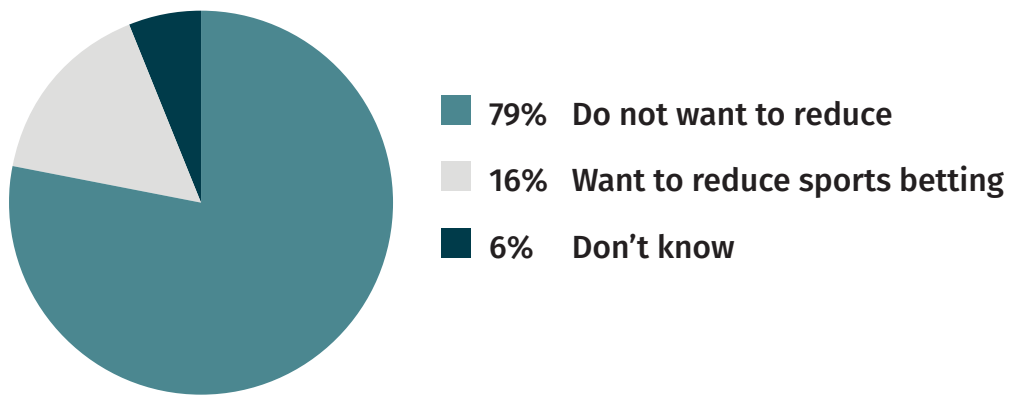
WANTING TO REDUCE SPORTS BETTING

Among sports bettors, 16% reported wanting to reduce how much or how often they bet on sports.

Key demographic differences. As age increased, respondents were less likely to report wanting to reduce their sports betting, dropping from 26% of those aged 18 to 29 to 5% of those 65 and older. Also, as household income increased, desire to reduce also decreased.

Key differences by betting behaviours. Those who chased a loss (32%) were most likely to report wanting to reduce their sports betting. The greater the number of different sports someone bet on, the more they wanted to reduce their sports betting. Ten per cent of those who bet on a single sport wanted to reduce, compared to 37% of those who bet on five or more sports. Those who used responsible gambling strategies were more likely to want to reduce their sports betting than those who did not use any strategies – 91% versus 66%.

WANT TO REDUCE SPORTS BETTING



SPORTS BETTING MISCONCEPTIONS

When asked about their level of agreement with seven commonly held misconceptions related to sports betting, sports bettors were most likely to agree that it is not a problem for someone to bet on sports if they bet what they can afford to lose (71%). On the lower end, about one fifth (20%) agreed that people were less likely to get addicted to sports gambling than other types of gambling.

Key demographic differences. Generally, younger respondents were more likely to agree with these misconceptions about sports betting.

Key differences by betting behaviours. Those who had bet online, those who had bet on a greater variety of different sports, and those who had chased losses were more likely than their counterparts to agree with these misconceptions.

AGREEMENT WITH MISCONCEPTIONS



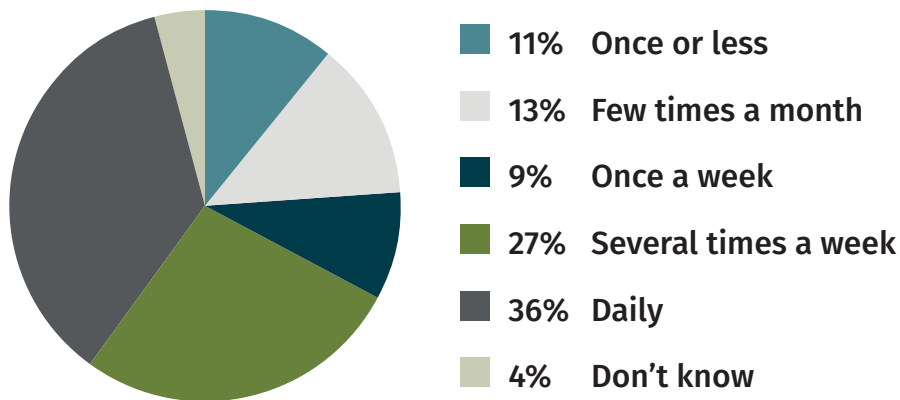
SEEING ADS FOR ONLINE SPORTSBOOKS

Most sports bettors recalled seeing ads for online sportsbooks at least once per week, including 36% who had seen them daily.

Key demographic differences. Older respondents, men, and those in higher income households saw these ads more frequently.

Key differences by betting behaviours. The greater the number of different sports people had bet on, the more likely they were to have seen ads.

FREQUENCY OF SEEING ADS IN PAST MONTH



NEED FOR SOCIALLY RESPONSIBLE SPORTS BETTING ADS

Most sports bettors (58%) agree that there is a need for more campaigns and social responsibility messaging that emphasizes lower-risk behaviours or strategies for betting on sports.

Key demographic differences. As household income increased, agreement that campaigns are necessary decreased, from 71% of those earning \$40,000 or less to 50% of those earning \$100,000 or more.

AGREEMENT THAT THERE IS A NEED FOR MORE SOCIAL RESPONSIBILITY MESSAGING





PUBLIC EDUCATION MESSAGES

When asked what public education messages the LGCA should communicate related to improving public safety around sports betting, fewer than six in 10 sports bettors could put forward an idea, with just two mentioned by more than 10% – know your limits and that you won't win money betting on sports in the long run.

TOP PUBLIC EDUCATION MESSAGES



FINAL THOUGHTS

Over the past several years, the sports betting and advertising market has been expanding across Canada. With the proliferation of sports betting, particularly online, it is important to assess how Manitobans are impacted. This study provides summary statistics on sports bettors' behaviours, knowledge and use of lower-risk strategies, which will assist the LGCA with developing future gambling-related public education initiatives.

Given the current gambling landscape, gambling addictions experts and gambling researchers have raised concerns about the increase of potentially problematic gambling behaviours. Further research is needed to examine the potential relationship between sports betting and the risk of problematic gambling behaviours.

Going forward, the LGCA will continue to monitor the evolving sports betting market and related research within the gambling industry and will continue to engage regularly with the public and stakeholders.

ACKNOWLEDGEMENTS

The LGCA is grateful to the Manitobans who participated in this research and the skilled data collection of PRA.

METHODOLOGY

The LGCA contracted PRA, a social research firm, to conduct a mixed-mode survey of Manitobans 18 years old and older, using an online research panel as the primary mode of conducting the survey. The sample was supplemented with random-digit telephone surveys to reach under represented populations. The LGCA developed the questionnaire, while PRA provided feedback on the questionnaire based on their expertise and telephone pre-tests (n = 5) to improve the flow and comprehension of survey questions.

The online panel survey took place between March 7 and 16, 2024, with 379 completed surveys and an average completion time of just over 10 minutes. Response rate for the online panel was 32% (though there are no industry standards for calculating panel response rates).

Telephone surveying supplemented the sample to achieve a total sample of 500. The telephone sampling frame included both landline and cell phone numbers. The telephone response rate was 16% and the average survey length was just under 13 minutes. Telephone fielding took place from March 5 to April 16, 2024, with 121 participants for a combined total sample of 500.

A sampling breakdown for the survey can be found in the table on the following page.



	Online Panel	Telephone	Total
Total attempted (A)	7,689	31,178	38,867
1. Not in service/bounced	395	13,065	13,460
2. Fax	-	99	99
3. Business or non-residence	-	358	358
Total eligible (B)	7,294	17,656	24,950
4. Busy	-	248	248
5. Answering machine	-	5,979	5,979
6. No answer	4,894	2,114	7,008
7/8. Language/illness/incapability	-	426	426
9. Eligible respondent not available	-	91	91
Total asked (C)	2,400	8,798	11,198
10. Household refusal	-	2,607	2,607
11. Respondent refusal	-	3,294	3,294
12. Qualified respondent break off	78	19	97
Cooperative contacts (D)	2,322	2,878	5,200
13. Disqualified	1,943	2,757	4,700
14. Completed interviews	379	121	500
Refusal rate = (10+11+12)/C	78/2,400 = 3%	5,920/8,798 = 67%	5,998/11,198 = 54%
Response rate = D / B	2,322/7,294 = 32%	2,878/17,656 = 16%	5,200/24,950 = 21%

MORE INFORMATION

The LGCA is created by The Liquor, Gaming and Cannabis Control Act (the Act), and, with respect to its gaming accountabilities, as authorized by the Criminal Code (Canada). The Act and associated regulations establish and empower the LGCA to regulate liquor, gaming, cannabis and horse racing in Manitoba. In addition to public education, the LGCA's mandate includes independent and collaborative research related to the liquor, gaming, cannabis and horseracing industries. Research results inform policy advisory activities, operational programs and services, and social responsibility initiatives.

For more information about this publication or about the LGCA, visit our website, LGCamb.ca, or contact us at research@LGCamb.ca or 204-927-5300.