

Most Canadians rate online gambling as harmful for individuals; over half think online gambling advertising should be banned entirely.

National survey released June, 2026
Field: May 31st to June 2nd, 2026
Submission 2026-3066

CTV NEWS NANOS



METHODOLOGY

This survey gauged the views of Canadians on rating how harmful online gambling is for individuals and their preferred approach of online gambling advertising.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,044 Canadians, 18 years of age or older, from May 31st to June 2nd, 2026, as part of an omnibus survey. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

This study was commissioned by the CTV News and the research was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews is here.
Tables within the report that have significant differences are highlighted in yellow.

Note: Charts may not add up to 100 due to rounding

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Rating how harmful online gambling is for individuals – By demographics

Q – On a scale of 0 to 10, where 0 means “not at all harmful” and 10 means “extremely harmful”, how would you rate online gambling for individuals?

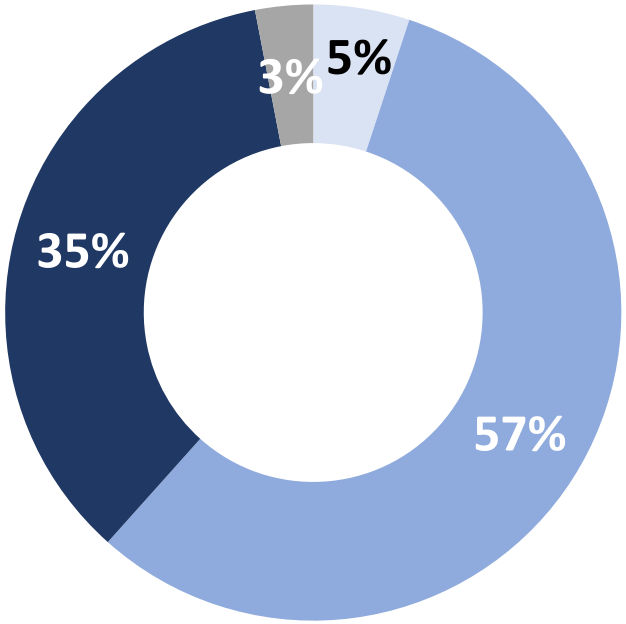
	Canada 2026-06 (n=1044)	Atlantic (n=100)	Quebec (n=207)	Ontario (n=353)	Prairies (n=218)	British Columbia (n=166)	Male (n=544)	Female (n=494)	18 to 34 (n=173)	35 to 54 (n=372)	55 plus (n=499)
Mean	**8.3**	**8.1**	**8.3**	**8.3**	**8.3**	**8.2**	**8.0**	**8.5**	**8.0**	**8.1**	**8.5**
Net - Harmful (7-10)	82.3%	77.2%	83.5%	83.4%	80.4%	82.2%	78.9%	85.3%	77.0%	81.5%	86.4%
Net - Neutral (4-6)	14.0%	17.1%	13.9%	12.6%	16.1%	14.1%	15.9%	12.4%	19.4%	14.7%	10.0%
Net - Not harmful (0-3)	1.9%	2.9%	1.9%	2.0%	1.1%	2.1%	3.0%	0.8%	1.4%	2.8%	1.5%
Unsure	1.8%	2.8%	0.7%	2.0%	2.5%	1.7%	2.2%	1.5%	2.2%	1.1%	2.1%

A majority of Canadians rate online gambling as harmful (82%; score 7-10 out of 10). Women are more likely to rate online gambling as harmful (mean score of 8.5) than men (mean score of 8.0). Canadians ages 55 plus are more likely to rate this as being harmful (mean score of 8.5) than ages 18 to 34 (mean score of 8.0).

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Preferred online gambling advertising approach

Q – Thinking of online gambling advertising (including TV, sports broadcasts and online platforms), which one of the following approaches, if any, do you prefer most? [RANDOMIZE]



Nearly **6 in 10** Canadians

prefer that we ban online gambling advertising entirely (57%) as opposed to allowing it with stricter rules on where and how often they can be shown (35%) or allowing it to operate like any other type of advertising (five percent).

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2026, n=1044, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Preferred online gambling advertising approach – By demographics

Q – Thinking of online gambling advertising (including TV, sports broadcasts and online platforms), which one of the following approaches, if any, do you prefer most? [RANDOMIZE]

	Canada 2026-06 (n=1044)	Atlantic (n=100)	Quebec (n=207)	Ontario (n=353)	Prairies (n=218)	British Columbia (n=166)	Male (n=544)	Female (n=494)	18 to 34 (n=173)	35 to 54 (n=372)	55 plus (n=499)
Allowing online gambling advertising to operate like other advertising	5.4%	5.9%	5.6%	6.1%	3.4%	5.6%	7.8%	3.2%	4.4%	8.3%	3.9%
Ban online gambling advertising entirely	55.6%	48.8%	58.2%	55.7%	55.3%	54.7%	50.6%	60.3%	49.4%	54.8%	60.3%
Allow online gambling advertising, but with stricter rules on where and how often they can be shown	35.5%	40.6%	34.2%	36.5%	35.8%	31.7%	38.9%	32.2%	42.4%	34.0%	32.1%
Unsure	3.5%	4.7%	2.0%	1.7%	5.5%	8.0%	2.7%	4.3%	3.7%	3.0%	3.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2026, n=1044, accurate 3.0 percentage points plus or minus, 19 times out of 20.

TECHNICAL NOTE

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1044 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 31st to June 2nd, 2026.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	12 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues and contractors.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Tabulations	By region, age and gender

ABOUT NANOS

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Any questions?



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