

ALBERTA & BC CHANNELIZATION

Canadian Gaming Association

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Summary: Understanding the Sample Sources Used

The results reported were obtained from an Ipsos survey collected from February 24 to March 24, 2025.



GENERAL POPULATION (n=1,010 AB, n=1,012 BC)

The general population data is balanced and representative of the provincial population. Respondents were weighted by the following:

- Age (18+ in AB, 19+ in BC)
- Gender
- Education

General Population Margin of Error:
± 3.1 percentage points

PAST 3-MONTH ONLINE GAMBLERS (n=1,319 AB, n=1,312 BC)

In addition to the general population sample, there was also a boost of past 3-month online gamblers surveyed. To increase past 3-month online gambler sample size we combined the general population sample and the boost, resulting in 1,319 past 3-month online gamblers in Alberta and 1,312 in British Columbia. To qualify as a past 3-month online gambler, the following criteria had to be met:

- Bet on online casino games or sports online within the past 3 months
- Mentioned that they have played on at least one valid online gambling website or app that offers real money bets
- Out of the valid websites/apps listed, they must have gambled/wagered on at least one of those websites/apps within the past 3 months

Past 3-Month Margin of Error:
± 2.7 percentage points

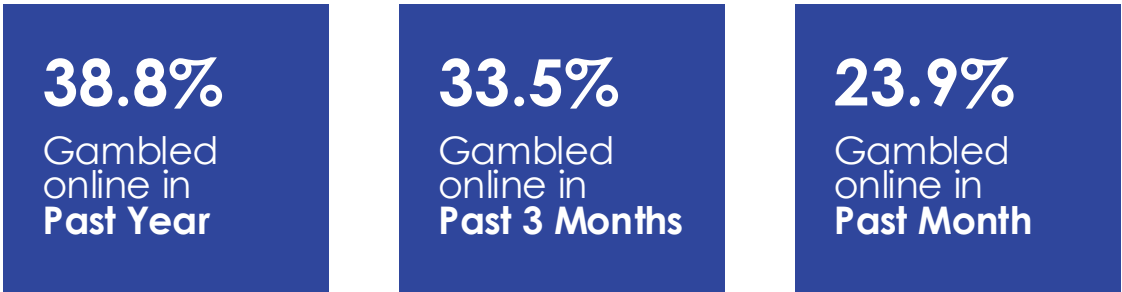


Alberta – Channelization Rate and Online Gambling Incidence



Base: Past 3 month Online Gamblers (n=1,319)

A large majority of online gamblers in Alberta are playing on unregulated iGaming sites.



Among the general population, nearly a quarter of the Albertan population has gambled online in the past month, and a third has gambled online in the past 3 months.

British Columbia – Channelization Rate and Online Gambling Incidence



Base: Past 3 month Online Gamblers (n=1,312)

**Note: All numbers shown are rounded to 1 decimal place and may not add up exactly as indicated.*

A large majority of online gamblers in BC are playing on unregulated iGaming sites.



41.0%
Gambled online in
Past Year

33.8%
Gambled online in
Past 3 Months

24.1%
Gambled online in
Past Month

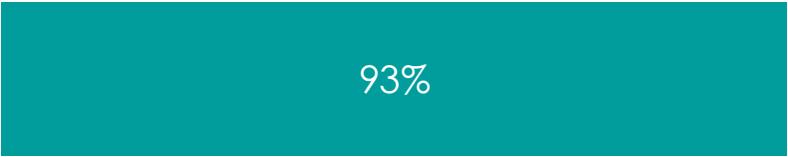
Among the general population, nearly a quarter of the BC population has gambled online in the past month, and a third has gambled online in the past 3 months.

Most online gamers in Alberta and British Columbia who have played on unregulated sites in the past three months mistakenly believe these websites are regulated, highlighting a significant misconception in these provinces.

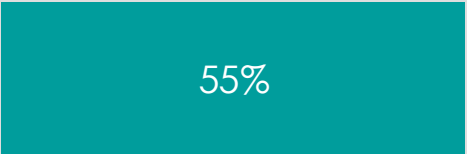


AB

% THAT STATED THE WEBSITE/APP IS **REGULATED** IN AB



Unregulated Websites/Apps (Average)

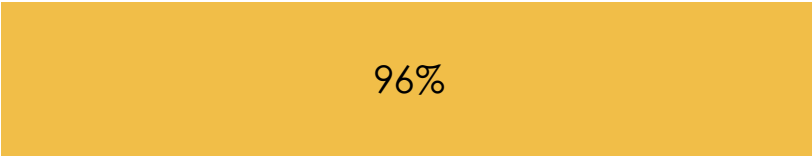


Range of Misconception Rates
Among Unregulated Gaming Website Users

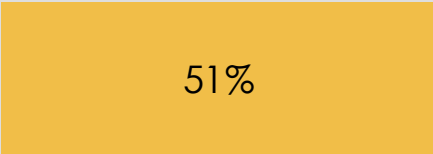


BC

% THAT STATED THE WEBSITE/APP IS **REGULATED** IN BC



Unregulated Websites/Apps (Average)



Range of Misconception Rates
Among Unregulated Gaming Website Users



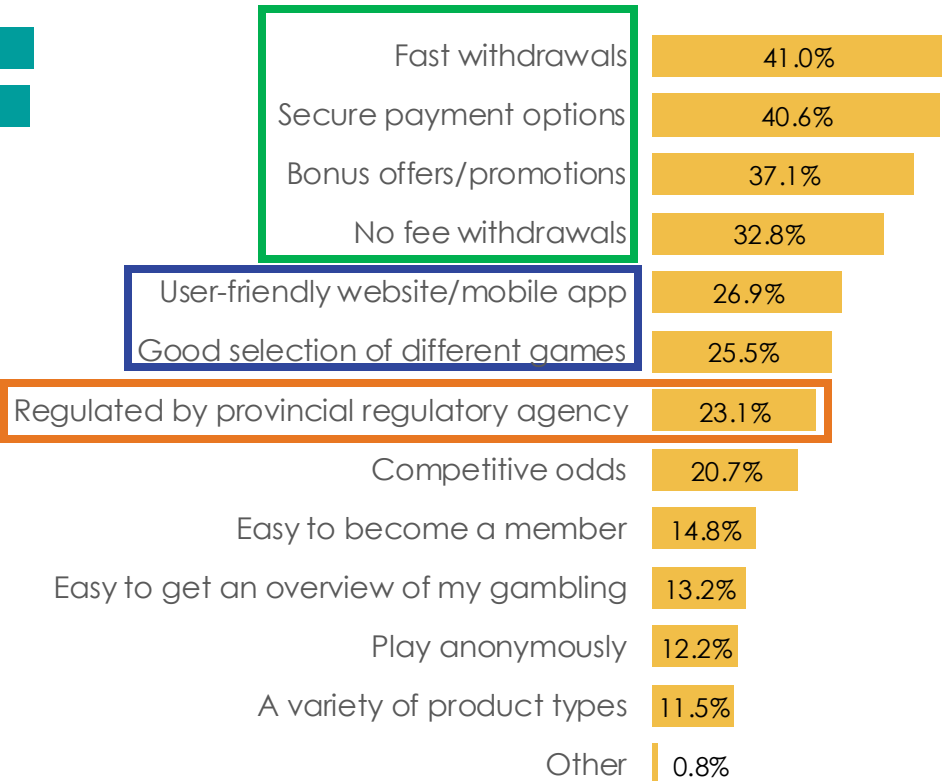
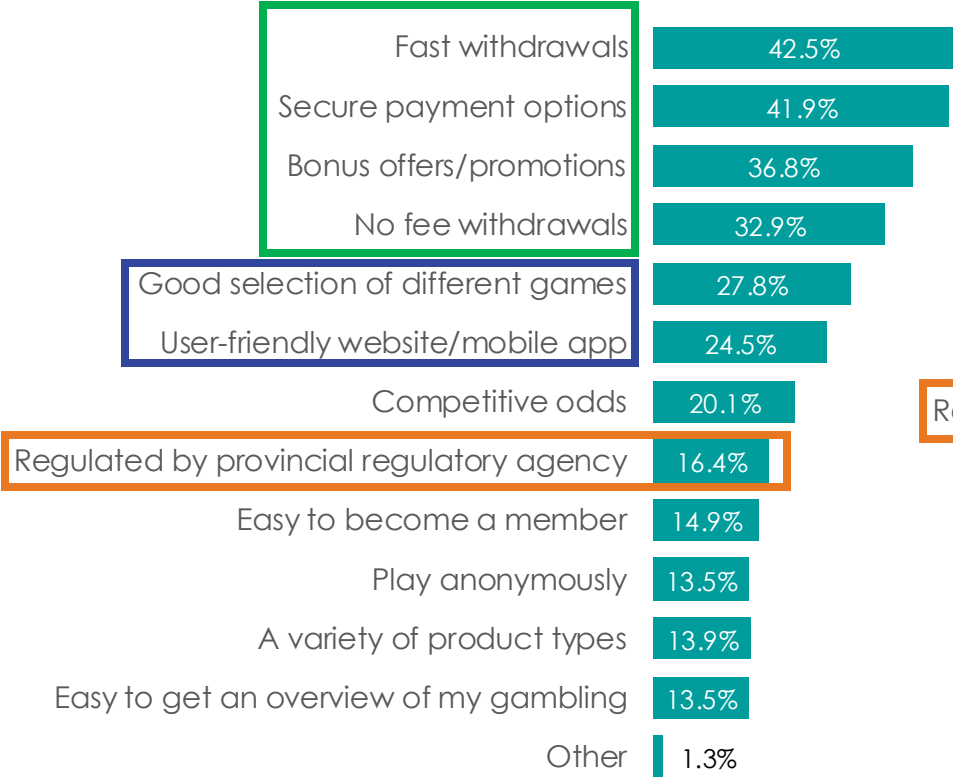
The top features that online gamblers look for when choosing an online gambling website/app are fast withdrawals, secure payment options, bonus offers/promotions, and no fee withdrawals.



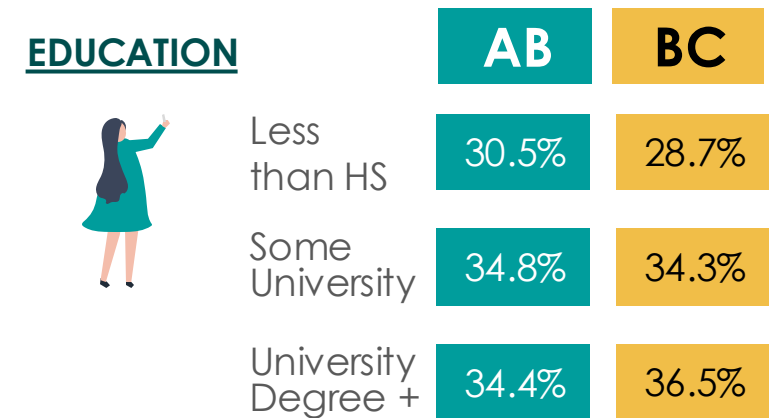
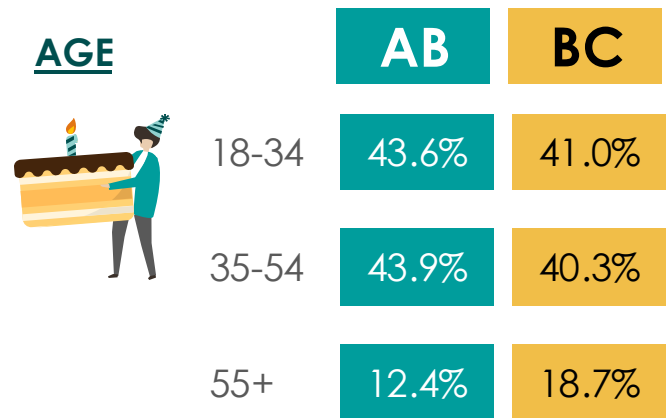
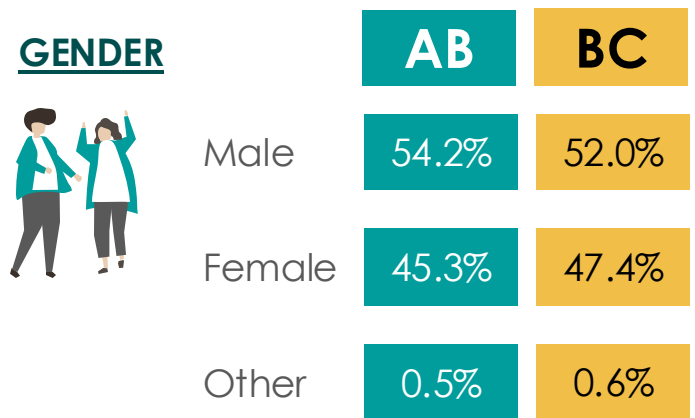
MOST IMPORTANT ITEMS WHEN CHOOSING ONLINE GAMBLING WEBSITE/APP

ALBERTA RANKED TOP 3 %

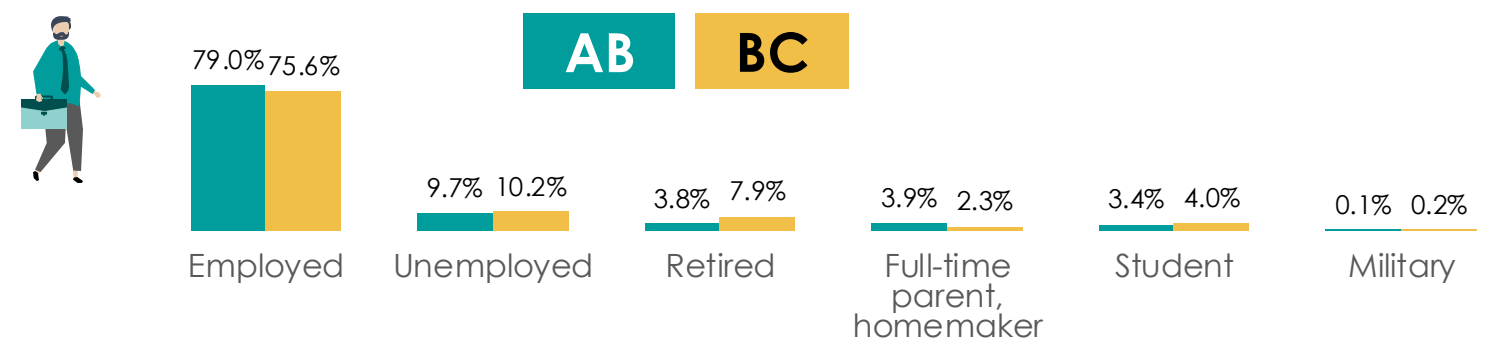
BRITISH COLUMBIA RANKED TOP 3 %



Past 3 Month Online Gambler Demographics



EMPLOYMENT



HOUSEHOLD INCOME

