

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Plurality approves of single game betting

Approval down in past 4 years

TORONTO March 26th - In a random sampling of public opinion taken by the Forum Poll™ among 1225 randomly selected Ontario voters, the plurality, close to 4-in-10, approve of single game betting (as opposed to three game betting allowed now - 37%), just more than a quarter disapprove (28%) and more than a third don't know enough to form an opinion (35%). This stands in contrast to September, 2012, when more favoured the idea (43%), and sharply fewer opposed it (26%). Those most in favour of the idea tend to be the youngest (45%), males (47%), the very wealthiest (\$100K to \$250K - 52%), in the Toronto 905 area code (40%), among New Democrats (44%), those with kids under 18 in the household (42%) and among college or university grads (42%).

"Single game betting is the Grail of sports wagering, and it interests those interested in sport, such as young males with disposable income. However, the external pressures game wagering would bring to professional sports teams may be more trouble than the action is worth," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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TORONTO

March 26th, 2016

HIGHLIGHTS:

- The plurality, close to 4-in-10, approve of single game betting (as opposed to three game betting allowed now - 37%).
- "Single game betting is the Grail of sports wagering, and it interests those interested in sport, such as young males with disposable income. However, the external pressures game wagering would bring to professional sports teams may be more trouble than the action is worth," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1225 randomly selected Ontarians 18 years of age and older. The poll was conducted March 23rd, 2016.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Single Game Betting

'Would you approve or disapprove of allowing single game betting in Ontario, that is, where you can bet on the outcome of a single game, rather than three games as is now the case?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1225	199	161	231	320	314	671	554
Approve	37	45	44	35	32	22	47	28
Disapprove	28	18	23	35	34	34	26	29
Don't know	35	37	33	30	34	44	27	43

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1225	164	185	390	575	270	216
Approve	37	38	34	40	38	36	36
Disapprove	28	27	21	31	27	26	32
Don't know	35	35	45	29	35	38	32

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1225	483	341	218	66	51
Approve	37	37	39	44	34	30
Disapprove	28	30	27	23	26	44
Don't know	35	33	34	32	40	26

For more information:

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