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Report

Market Updates on Sports Betting and Fantasy Sports in Canada and the U.S.

September 2025

Methodology & Objectives

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Methodology

Where

- Canada 🇨🇦
- Unites States 🇺🇸

Target

- General Population (18+ years)

Sample Size

- n=1,621 🇨🇦
- n=1,015 🇺🇸

How

- Online Survey, through Leger's proprietary Omnibus Solution.

Field Dates

- August 29-31, 2025

Notes:
Data weighted to census data to ensure samples are representative of the respective general populations:
Canada: Age-Gender-Region, CMAs, Language x Region, Education and Kids in HH
US: Age-Gender, Gender-Region, Race, Hispanic, HH size and Education

Objectives

The Key Objectives

for this Study:

→ Measure the current market size of sports betting and fantasy sports in Canada and the U.S., and how this has grown compared to last year.

→ Determine the growth potential and future intentions around sports betting and fantasy sports participation for the 2025 Fall sports season.

→ Gauge market perceptions around sports betting and the current state of the sports betting landscape in North America.

Key
Findings

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Key Findings

1

There are *slightly fewer* sports bettors and fantasy sports players in Canada and the U.S. compared to one year ago, however both remain popular activities.

2

Sports betting and fantasy sports continue to be more widespread among Americans than Canadians.

3

Despite slight declines this past year, sports betting and fantasy sports is likely to grow in America and Canada across most major leagues in the coming Fall season.

4

NHL remains the top sport to bet on or play fantasy sports in among Canadians.

NFL remains the top sport among Americans for both activities.

5

Betting on NFL in the past year has declined among Canadians, whereas betting on MLB has increased among Americans year-over-year.

6

Among those who intend to continue betting this coming Fall (i.e., bet last year and will bet again this year), their betting activity/spend is likely to increase compared to last year, especially in the U.S.

7

American bettors are more likely than Canadian bettors to engage in alternative betting types like Micro betting, Exchange betting, eSports betting, and nearly double Canadian bettors in live betting.

8

Canadians continue to be more likely to feel there are too many sports betting ads, however this sentiment is growing among Americans year-over-year.
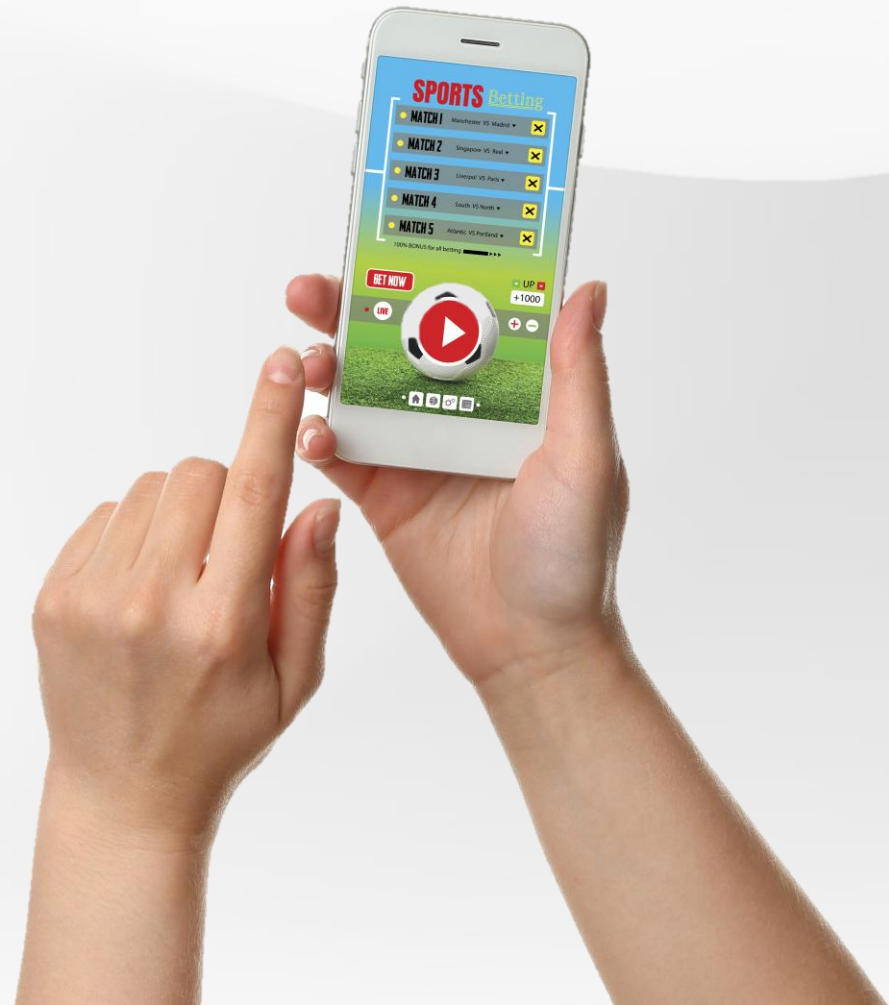
9

Canadians are more opposed to sports media companies associating with betting companies than Americans.

10

Around half of bettors in both countries say real-time odds shown on screen increase their likelihood to bet on the game.
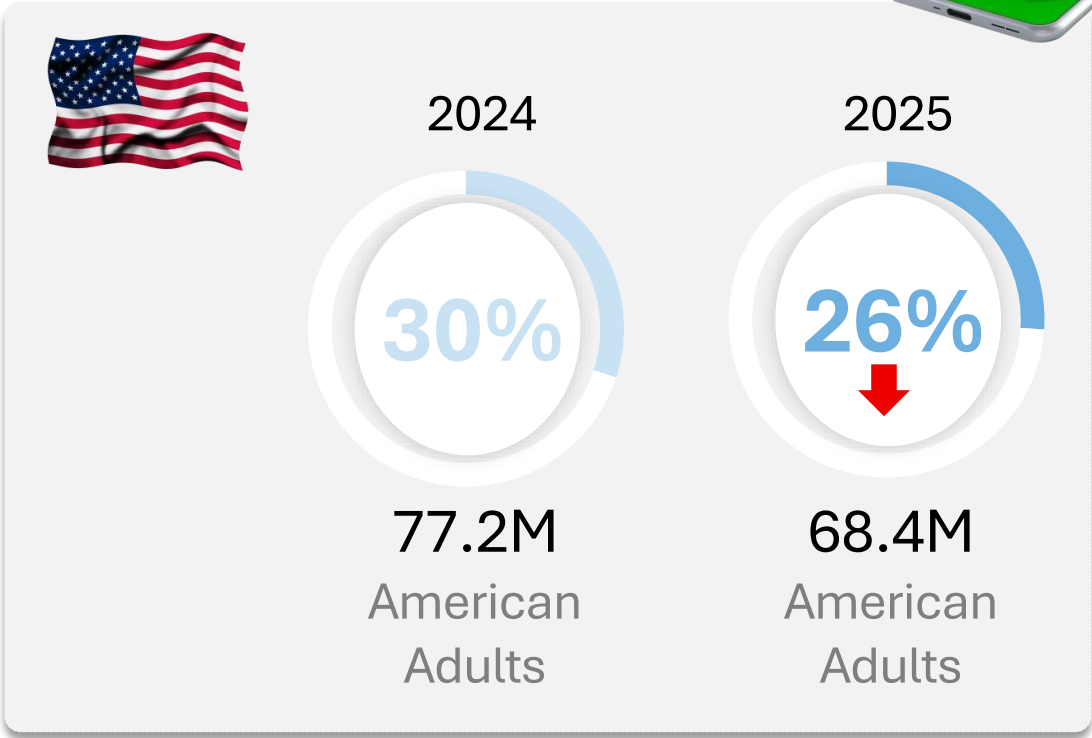
Detailed Results

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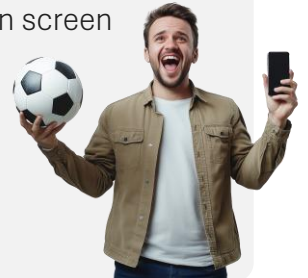
While Americans remain more likely than Canadians to engage in sports betting, participation in the U.S. has declined year-over-year. In the past 12 months, 26% of American adults bet on sports, compared to 19% of Canadians.

% of General Population who bet on sports in past 12 months
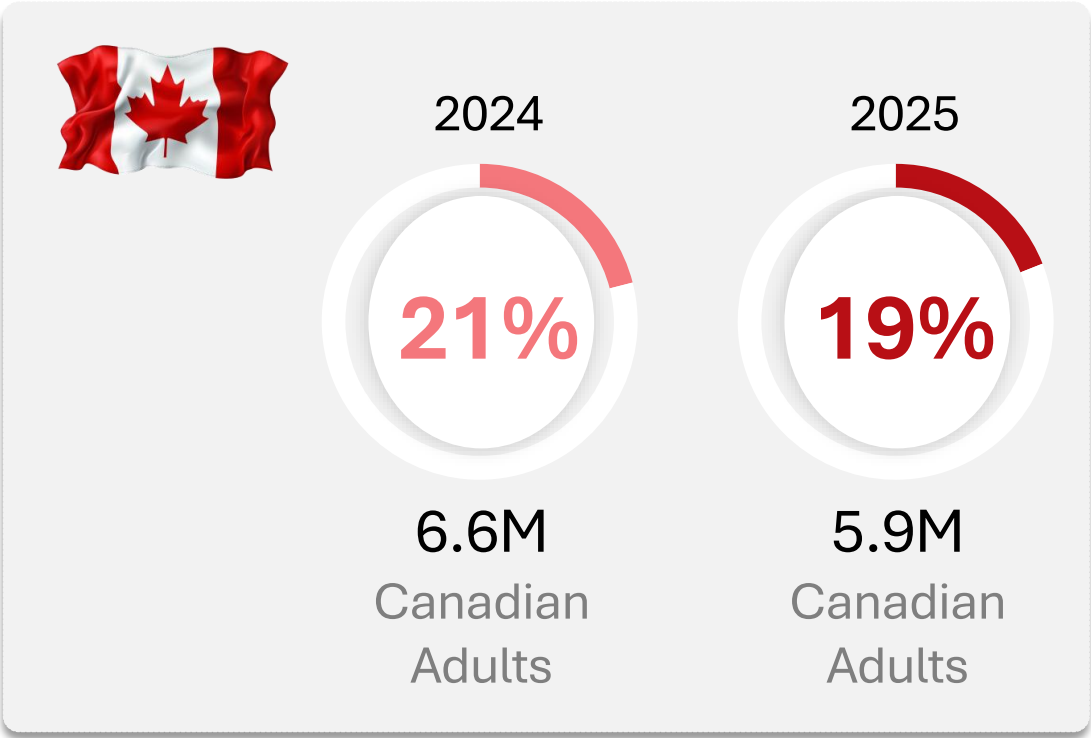
	2024	2025
🇨🇦	**21%**	**19%**
	6.6M Canadian Adults	5.9M Canadian Adults

	2024	2025
🇺🇸	**30%**	**26%** ▼
	77.2M American Adults	68.4M American Adults

▲ / ▼ Significantly higher/lower than the previous year

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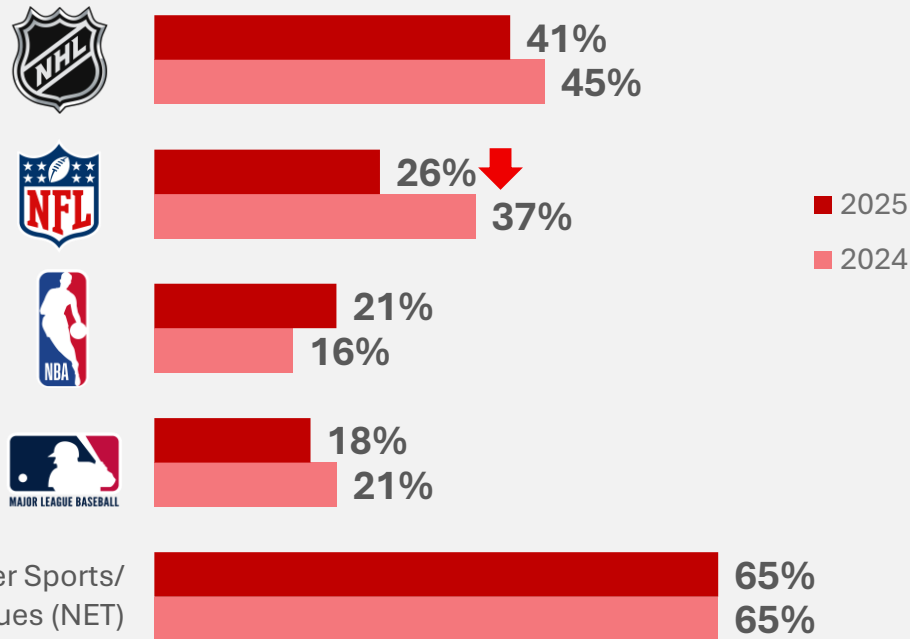# The NHL remains the most popular sport to bet on among Canadians, while the NFL continues to lead among American bettors. Betting on the NFL has declined in Canada over the past year, while betting on the MLB has increased among Americans.

% of Sports Bettors who bet on the following leagues in the past year

AMONG CANADIAN BETTORS

League	2025	2024
NHL	41%	45%
NFL	26% ▼	37%
NBA	21%	16%
MLB	18%	21%
Other Sports/ Leagues (NET)	65%	65%

■ 2025 ■ 2024

AMONG AMERICAN BETTORS

League	2025	2024
NFL	59%	56%
MLB	40% ▲	28%
NBA	39%	38%
NHL	20%	16%
Other Sports/ Leagues (NET)	72%	77%

■ 2025 ■ 2024

▲ / ▼ Significantly higher/lower than the previous year

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In Fall 2025, the NHL and NFL are set to continue as the most common leagues to bet on in Canada and the U.S., respectively. However, there is potential for growth in the betting markets across nearly all leagues in both countries for the Fall season.

% of General Population who plan to (definitely or probably will) bet real money on the following leagues in Fall 2025

CANADIANS
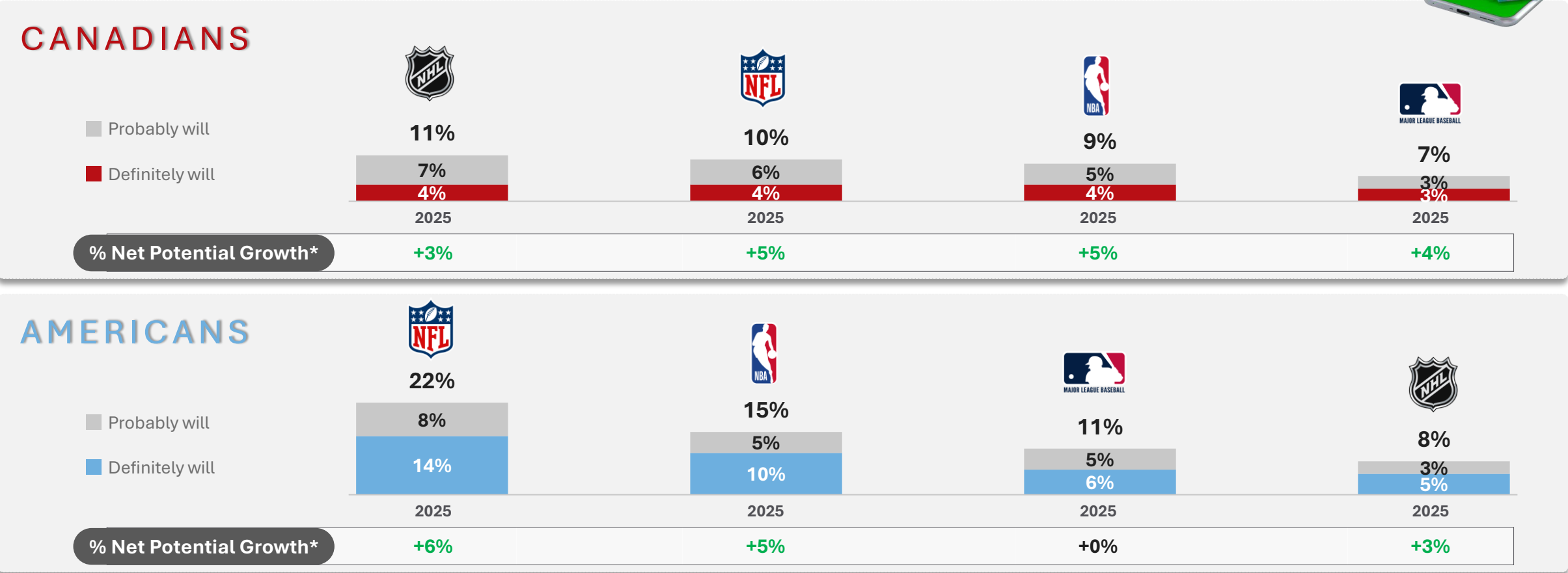
	NHL	NFL	NBA	MLB
	11%	**10%**	**9%**	**7%**
Probably will	7%	6%	5%	3%
Definitely will	4%	4%	4%	3%
	2025	2025	2025	2025
% Net Potential Growth*	**+3%**	**+5%**	**+5%**	**+4%**

AMERICANS

	NFL	NBA	MLB	NHL
	22%	**15%**	**11%**	**8%**
Probably will	8%	5%	5%	3%
Definitely will	14%	10%	6%	5%
	2025	2025	2025	2025
% Net Potential Growth*	**+6%**	**+5%**	**+0%**	**+3%**

% Net Potential Growth*= % who will likely bet this Fall minus % who bet in P12M (on respective league).

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Among bettors from last season who intend to continue betting, there is potential for betting activity (spend) to increase across major leagues, especially in the U.S.

% of Sports Bettors from 2024 who will change their betting spend this season
(on respective leagues)

CANADIAN BETTORS who bet last year on the league and plan to continue betting on the league this season

	Increase	Not change	Decrease	Net Change^
NBA *	38%	36%	27%	+11%
NHL	27%	50%	23%	+4%
NFL	13%	73%	15%	-2%

AMERICAN BETTORS who bet last year on the league and plan to continue betting on the league this season

	Increase	Not change	Decrease	Net Change^
NBA	56%	30%	14%	+ 42%
NHL *	42%	53%	5	+37%
NFL	45%	42%	13%	+32%

Base: Canadian (NFL: n=60, NHL: n=73, NBA: n=48*) and American (NFL: n=117, NHL: n=31*, NBA: n=61) sports bettors who bet last year on the league and plan to bet on the league in the Fall 2025.
How, if at all, will your sports betting change compared to last year in the following league(s)?
^Net change = Increase minus decrease *Low base, use caution.

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~Two-in-five American bettors live bet in the year, compared to ~one-in-five Canadian bettors. Further niche betting types like eSports, exchange betting, and micro betting are also more common among American bettors than Canadians.

% of Sports Bettors who have placed these types of sports bets in the past 12 months

CANADIAN BETTORS
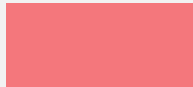
Live / In-Play Betting	22%
eSports Betting	15%
Micro betting	15%
Exchange betting	15%
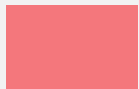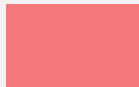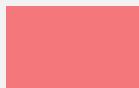
AMERICAN BETTORS

Live / In-Play Betting	39%
Exchange betting	26%
Micro betting	24%
eSports Betting	22%

Base: Canadian (n=292) and American (n=228) sports bettors
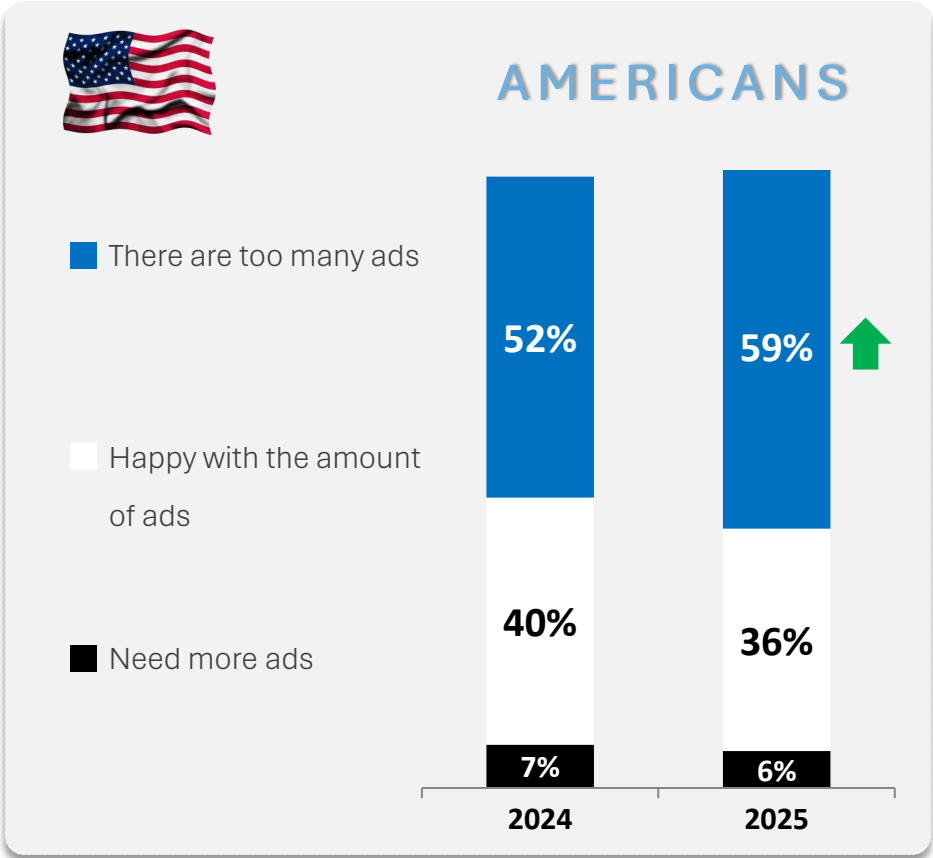Have you placed any of the following types of sports bets in the past 12 months?

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Once again, a greater proportion of Canadians than Americans believe there are too many sports betting ads. However, this sentiment is growing among Americans compared to last year.

% who have seen sports betting ads and agree...

CANADIANS

- ■ There are too many ads
- □ Happy with the amount of ads
- ■ Need more ads

	2024	2025
There are too many ads	72%	75%
Happy with the amount of ads	26%	23%
Need more ads	3%	3%

AMERICANS

- ■ There are too many ads
- □ Happy with the amount of ads
- ■ Need more ads

	2024	2025
There are too many ads	52%	59% ▲
Happy with the amount of ads	40%	36%
Need more ads	7%	6%
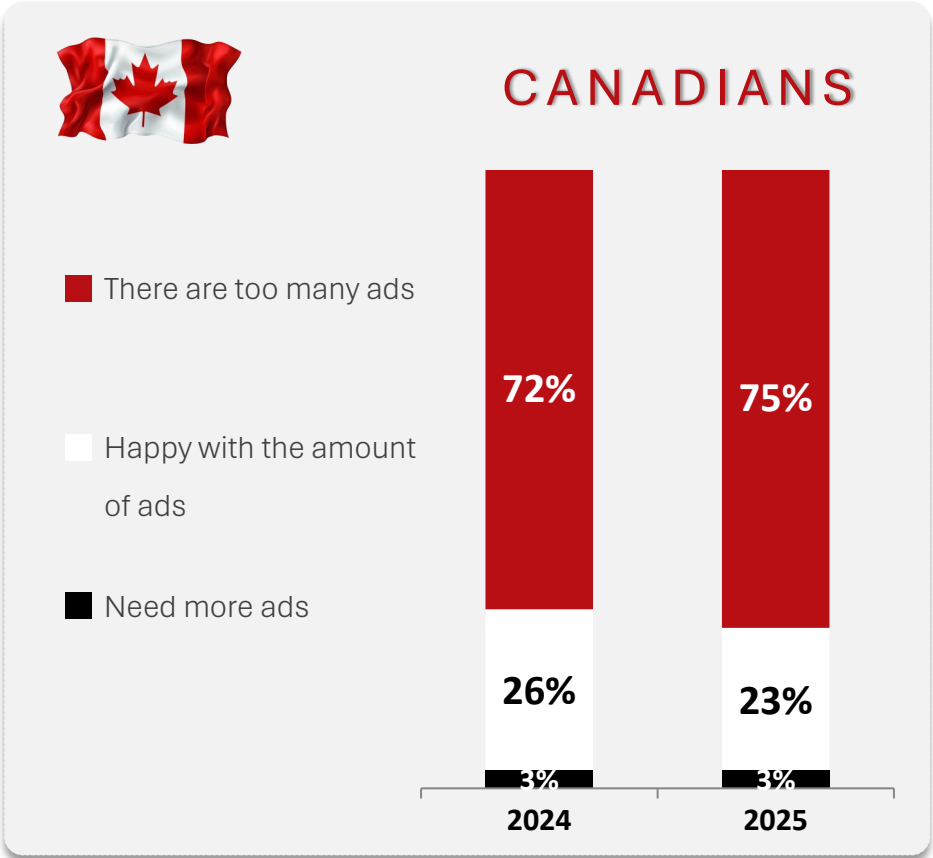
% of gen. pop. who have seen sports betting ads recently:

Canada: 59%
U.S.: 54%

Base: Canadian (2024: n=870, 2025: n=985) and American (2024: n=566, 2025: n=541) Gen Population who saw ads.
Thinking of sports betting advertisements you have seen or heard recently, which of the following best describes how you feel?

▲ / ▼ Significantly higher/lower than the previous year

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Nearly half of bettors from Canada and the U.S. claim on-screen odds make them more likely to bet on that game, and nearly half have concerns with match-fixing associated with gambling. 51% of bettors in Canada don't think TV channels should have alliances with sports betting companies, however this belief is much less common among American bettors (30%).

% of Sports Bettors who agree with following statements

🇨🇦 **SPORTS BETTORS**

Strongly/ Somewhat Agree

🇺🇸 **SPORTS BETTORS**

Strongly/ Somewhat Agree

I don't think sports TV/platform channels should have alliances with sports betting companies

| 18% | 34% | 30% | 12% | 7% |

51%

| 16% | 15% | 44% | 11% | 14% |

30%

Having the real-time odds on the screen while I'm watching a game makes me more likely to place a bet on that game

| 15% | 34% | 30% | 9% | 12% |

49%

| 27% | 22% | 35% | 6% | 10% |

49%

I have concerns with match-fixing

| 16% | 31% | 31% | 12% | 9% |

48%

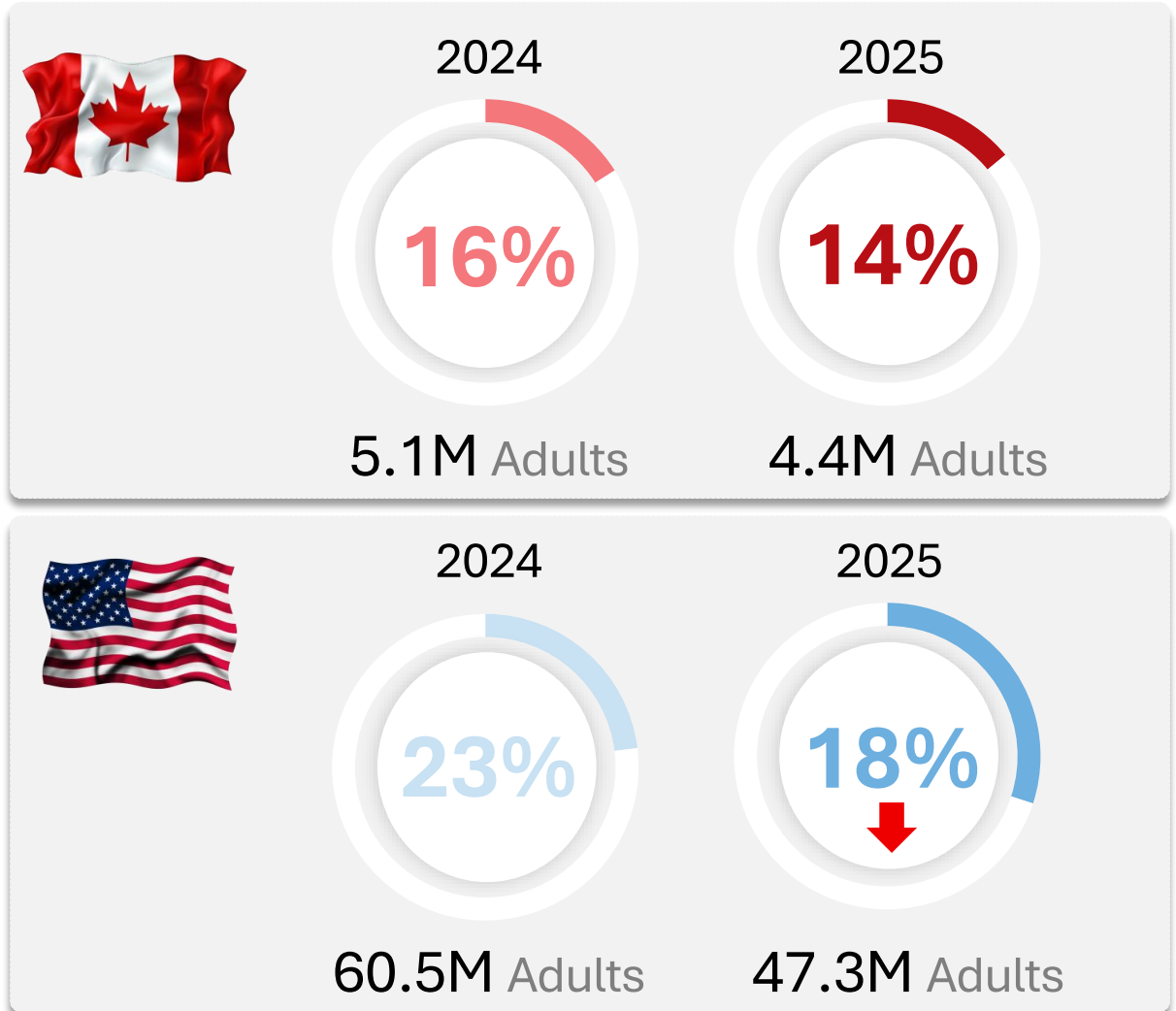| 21% | 21% | 39% | 13% | 7% |
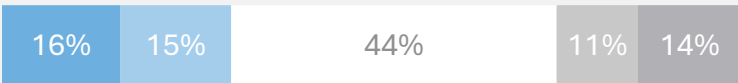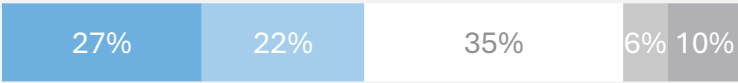
42%

■ Strongly agree ■ Somewhat agree Neither Somewhat disagree Strongly disagree

Base: Canadians (n=292) and Americans (n=228) sports bettors
Thinking of sports betting, how much do you agree with the following statements?

14

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Americans continue to be more likely to participate in fantasy sports than Canadians, however, the proportion of American participants has declined compared to the previous year.

% of General Population who participate in fantasy sports

Canada

2024	2025
16%	**14%**
5.1M Adults	4.4M Adults

USA

2024	2025
23%	**18%** ▼
60.5M Adults	47.3M Adults

Base: Canadian (2024: n=1,521, 2025: n=1,621) and American (2024: n=1,004, 2025: n=1,015) Gen Population
Have you participated in fantasy sports leagues (season-long or daily) for any of the following sports in the past year?
Arrow indicates a significant difference at 95% since last year
Note: Adult population estimates based on 31,395,380 Canadians and 258,418,467 Americans.

▲ / ▼ Significantly higher/lower than the previous year

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Similar to sports betting, the NHL and NFL are the most common sports leagues to participate in fantasy for in Canada and the U.S., respectively. While fantasy NHL is far more popular in Canada, fantasy NFL, NBA, and MLB are far more popular in America.

% of fantasy sports players who participate in…

AMONG CANADIAN FANTASY PLAYERS

League	2025	2024
NHL	32%	40%
NFL	25%	26%
NBA	14%	17%
MLB	10%	10%
All Other (NET)	58%	59%

■ 2025 ■ 2024
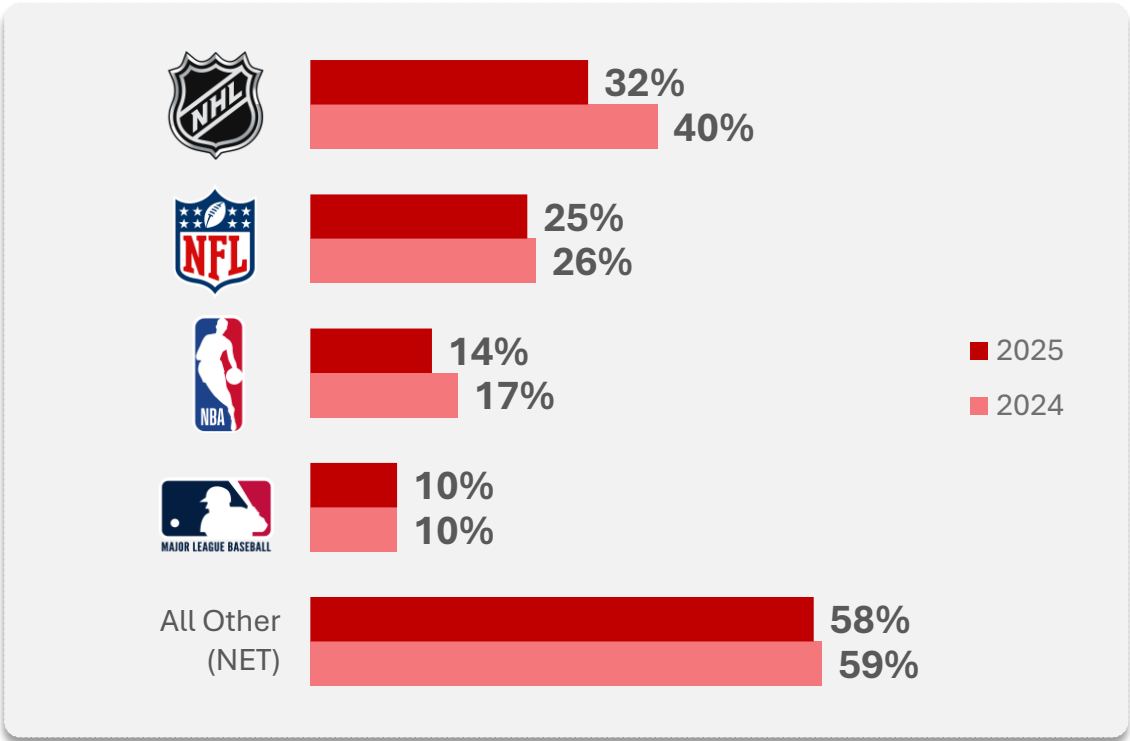
AMONG AMERICAN FANTASY PLAYERS

League	2025	2024
NFL	52%	54%
NBA	35%	30%
MLB	25%	17%
NHL	12%	13%
All Other (NET)	64%	62%

■ 2025 ■ 2024
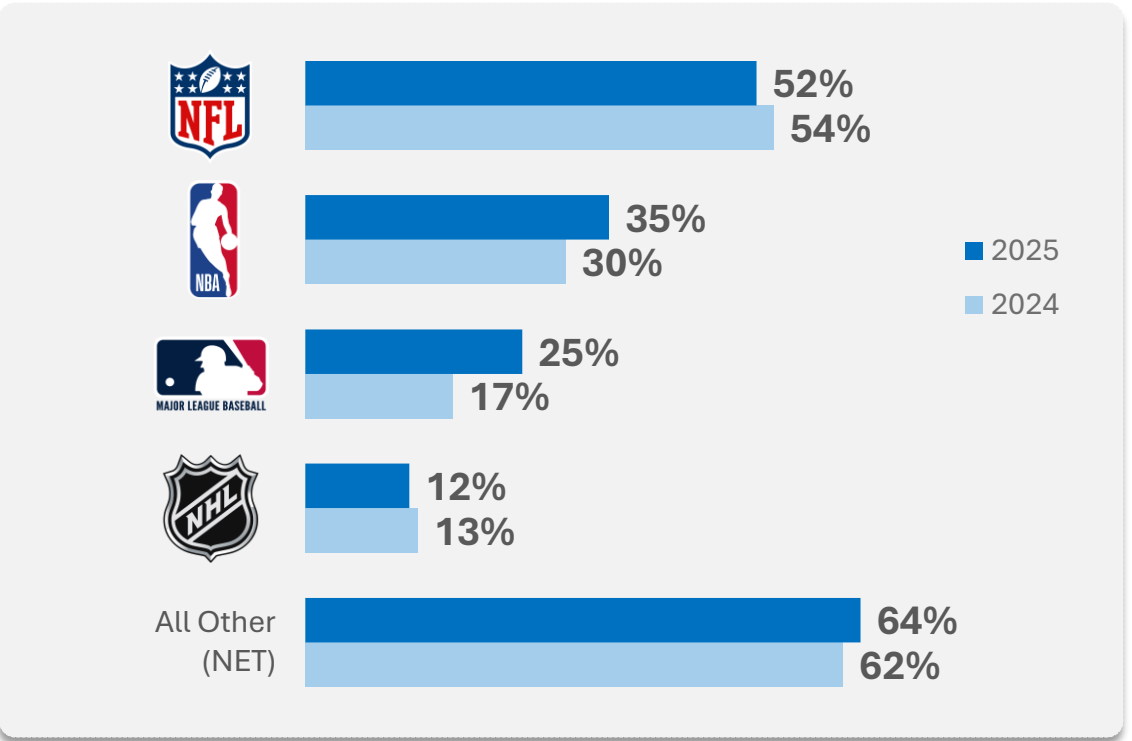
Base: Canadian (2024: n=244, 2025: n=218) and American (2024: n=212, 2025: n=166) fantasy sports participants
Have you participated in fantasy sports leagues (season-long or daily) for any of the following sports in the past year?
Arrow indicates a significant difference at 95% since last year

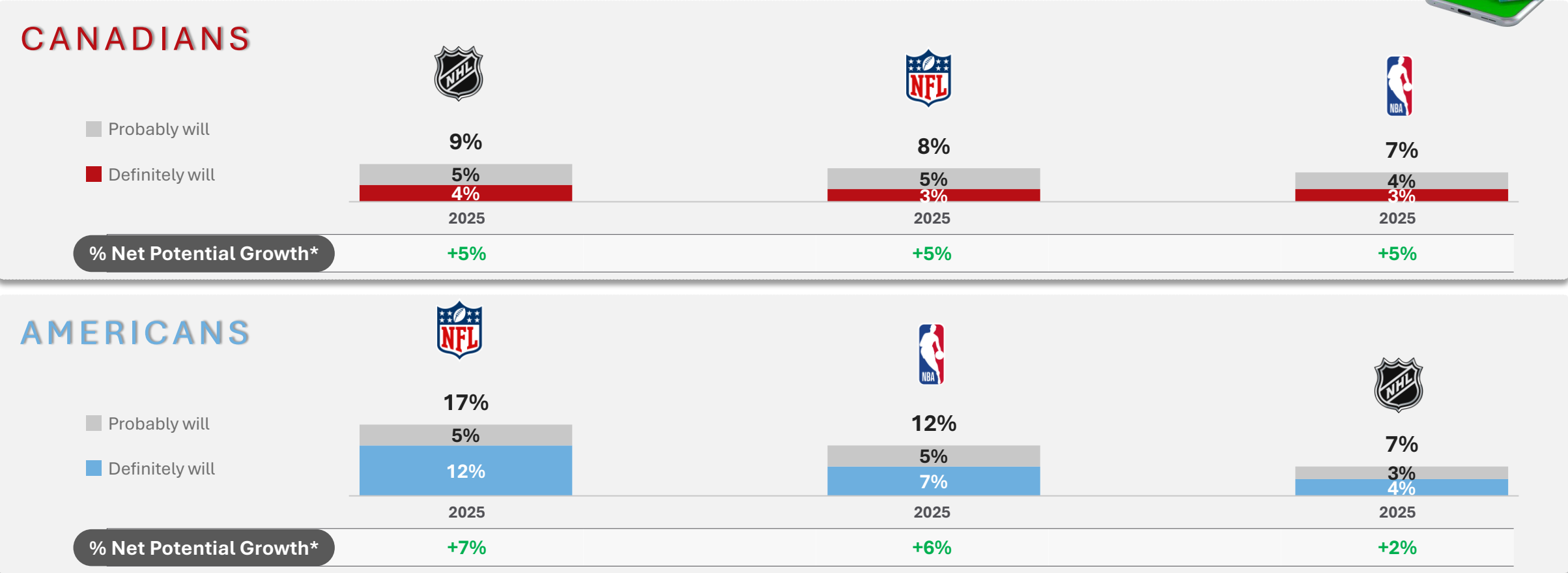▲ / ▼ Significantly higher/lower than the previous year

Leǵer

Similar to sports betting, the NHL and NFL are set to continue as the most common leagues for fantasy play in Canada and the U.S., respectively. Further, there is potential for growth this season in fantasy participation vs. last year across each league in both countries.

% of General Population who plan to (definitely or probably will) play fantasy in the following leagues in 2025 season

CANADIANS

	NHL	NFL	NBA
	9%	**8%**	**7%**
■ Probably will	5%	5%	4%
■ Definitely will	4%	3%	3%
	2025	2025	2025
% Net Potential Growth*	**+5%**	**+5%**	**+5%**

AMERICANS

	NFL	NBA	NHL
	17%	**12%**	**7%**
■ Probably will	5%	5%	3%
■ Definitely will	12%	7%	4%
	2025	2025	2025
% Net Potential Growth*	**+7%**	**+6%**	**+2%**

Base: Canadian (n=1,621) and American (n=1,015) Gen Population
What is the likelihood you will bet real money on the following sports in Fall 2025? [Top 2 Box on a 5-point scaler reported]. Note: MLB was asked as "MLB playoffs" in the questionnaire.
Arrow indicates a significant difference at 95% since last year

% Net Potential Growth*= % who will likely play this Fall minus % who played in P12M (on respective league).

Demographics

Demographics

CANADIAN

	General Population	Sports Bettors	Fantasy Players
Male	49%	75%	77%
Female	51%	25%	23%
Average age	49.0	39.3	36.7
HS or less	32%	24%	26%
College +	68%	76%	74%
<$60K	36%	30%	33%
$60K to <$100K	27%	29%	27%
$100K+	32%	38%	38%
Employed NET	56%	80%	79%

AMERICAN

	General Population	Sports Bettors	Fantasy Players
Male	48%	62%	61%
Female	52%	38%	39%
Average age	48.9	40.7	38.6
HS or less	36%	37%	34%
College +	64%	63%	67%
<$50K	47%	37%	34%
$50K to <$100K	31%	38%	36%
$100K+	19%	23%	28%
Employed NET	50%	67%	78%

Base: Canada GP (n=1,621), Sports bettors (n=292), Fantasy players (n=218)
USA GP (n=1,015), Sports bettors (n=228), Fantasy players (n=166).
Note: I prefer not to answer is not shown for income in Canada or the U.S.

Contact Us

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